

LIFE



TOP BACK
ON A TOP TEAM
KYLE ROTE

NOVEMBER 13, 1950 **20** CENTS

REG. U. S. PAT. OFF.



Choose 1847 Rogers Bros. "It's still the thing to own"

GENERATIONS AGO, when shining-eyed brides set their tables with the "silverware of their dreams," more of them chose 1847 Rogers Bros. than any other. *And that's still true today.*

You'll know why, when you see the enchanting 1847 Rogers Bros. designs pictured here. For each has a perfection of balance—an extra height and depth of ornament found in no other silverplate.

So, whether you choose 1847 Rogers Bros. brand-new pattern, or one beloved for years, you have the proud knowledge that—like the brides of great-grandmother's day—you own *America's finest silverplate!*

1847 ROGERS BROS.

America's Finest Silverplate

COPYRIGHT 1950, THE INTERNATIONAL SILVER CO., MERIDEN, CONN.

Joyous new pattern...

"DAFFODIL"

Brand-new, liting and lovely!
Specially created for the young in heart!

or patterns loved for years...

REMEMBRANCE For those who love tradition. A dainty, romantic pattern!

ETERNALLY YOURS Exquisite openwork design, unique in silverplate.

FIRST LOVE Delicate flower-and-scroll motif, adaptable to any decorating scheme.

ADORATION If you want a monogram, this simple, yet elegant design is for you!



B.F. Goodrich

NEW MUD-SNOW TIRE OUTSTOPS, OUTPULLS OTHER LEADING MAKES

Here's proof from Pittsburgh Testing Laboratory!

Traction Tests
Being conducted by
**PITTSBURGH
TESTING
LABORATORY**



STOPS QUICKER ON SNOW

← WHERE NEW BFG MUD-SNOW TIRE STOPPED

MUD-SNOW TIRE B
SKIDDED 33% FARTHER

MUD-SNOW TIRE C
SKIDDED 12% FARTHER

MUD-SNOW TIRE D
SKIDDED 22% FARTHER

HIGHWAY TYPE TIRE
SKIDDED 64% FARTHER

STOPS QUICKER ON ICE

← WHERE NEW BFG MUD-SNOW TIRE STOPPED

MUD-SNOW TIRE B
SKIDDED 12% FARTHER

MUD-SNOW TIRE C
SKIDDED 13% FARTHER

MUD-SNOW TIRE D
SKIDDED 14% FARTHER

HIGHWAY TYPE TIRE
SKIDDED 41% FARTHER

PULLS BETTER ON SNOW

← NEW BFG MUD-SNOW TIRE

MUD-SNOW
TIRE B — 80%

MUD-SNOW
TIRE C — 93%

MUD-SNOW
TIRE D — 83%

HIGHWAY TYPE
TIRE — 76%

GIVES 12 TO 64% MARGIN OF SAFETY OVER OTHER TIRES...UP TO 24% GREATER PULLING POWER

AS shown in the three charts above, the new B. F. Goodrich mud-snow tire stops you on slippery ice or snow in from 12 to 64% less distance than other leading makes of tires—a margin of safety that can make the difference between a safe stop and a collision! And, the BFG tire gives you up to 24% more pulling power to get you through deep snow.

Even on ice, where traction is most difficult, the BFG tire showed up to 20% greater pulling power. It's been *proved*—by tests with major brands of tires, under the supervision of Pittsburgh Testing Laboratory, famous independent testing organization. Tests were conducted in mid-winter on a frozen lake in Wisconsin.

The new mud-snow tire is not just an "improved" tire—not just a "new model" tire. It has a radically different, scientifically designed tread. The new flex-lug cleat acts as a lug to penetrate

mud and snow and to give windshield wiper action on ice, packed snow and wet pavement. It combines tremendous traction with long wearability. Yet it runs quietly on paved roads.

PULLS YOU THROUGH MUD TOO! The BFG mud-snow tire digs into mud like a tractor tire. Helps you get through on bad roads or open fields. Tests we have made show that it has up to 25% better traction in mud than other leading brands.

Just a small down payment will put a pair of B. F. Goodrich mud-snows on your rear wheels now, before the first snow flies! And you'll be buying winter safety for *several* seasons. You can put your regular tires back on in spring and keep your BFG mud-snows for future winters.

The B. F. Goodrich Company, Akron, Ohio.



Artcarved

DIAMOND AND WEDDING RINGS



GOWN BY TAILORED WOMAN

For 100 years a tradition of fine quality
For 100 years rings beloved by brides
For 100 years rings of unsurpassed value

... consider this trusted reputation of J. R. Wood, unique in the jewelry field, when you buy a diamond ring. Since 1850, the creator of Artcarved diamond and wedding rings has been master ringmaker to generations of American brides.

Artcarved diamonds—never before worn—are chosen for color, cut, clarity, and carat weight from the world's finest gems. Each one is cut by experts, then mounted by Artcarved craftsmen in rings carved for lifetime beauty. Because of this complete control, an Artcarved ring at any price—\$75 to \$5000—represents a truly exceptional value. Be sure you see the name Artcarved in the ring, on the tag.

- A. Berkshire Set. Engagement Ring, \$225. Also from \$75 to \$1250. Bride's Wedding Ring, \$13.50. Groom's Ring, \$24.50.
- B. Sheraton Set. Engagement Ring, \$200.00. Also from \$100 to \$700. Bride's Diamond Circle, \$37.50. Groom's Ring, \$73.00.
- C. Lawson Set. Engagement Ring, \$237.50. Also from \$125 to \$1000. Bride's Diamond Circle, \$92.50.
- D. Beekman Set. Engagement Ring, \$237.50. Also from \$175 to \$1100. Bride's Diamond Circle, \$100. Groom's Ring, \$87.50.
- E. Bridal Set. Groom's Ring, \$35 (14 K Yellow Gold with White Gold Center). Bride's Ring, \$35.00 (14 K Yellow Gold with White Gold Center).

Prices include Fed. tax and are subject to change without notice.

Artcarved. Beloved by brides for 100 years (1850-1950)



FREE! "How to Select Your Diamond Ring"—packed with facts about diamonds. Write to J. R. Wood & Sons, Inc., Dept. L-9, 216 E. 45th St., New York 17, N. Y.

Rings enlarged to show detail. Prices include Federal tax. *Trade Mark Reg.

100th ANNIVERSARY OF J. R. WOOD & SONS, INC.
 Creator of **Artcarved** and **WOODCREST** Diamond Rings

NEW YORK LONDON AMSTERDAM ANTWERP

LETTERS TO THE EDITORS

VITUPERATION

Sirs:

LIFE's Mr. Sargeant ("The Art of Vituperation," Oct. 23) dredged up some stimulating specimens of vituperation but failed to lay hold of one of the most stupendous samples of vilification ever let loose in the land. W. C. Brann of Waco, Texas once emitted a blast at an editor which libelously lacerated his victim about as follows:

"I can but wonder what will become of the editor of the Los Angeles Times when the breath leaves his feculent body and death stops the rattling of his abortive brain. He cannot be buried in the earth lest he provoke a pestilence. He cannot be buried in the sea lest he poison the fishes. He cannot be suspended in mid-air, like Mahomet's coffin, lest the circling worlds, in their endeavor to avoid contamination, crash together, wreck the universe and bring about the return of chaos and Old Night. The damn scoundrel is a white elephant on the hands of the Deity, and I have some curiosity to know what He will do with him."

It is to be hoped the fallen art will regain its rightful place. . . .

GOVERNOR FULLER WARREN
 Tallahassee, Fla.

Sirs:

For your archives of vituperation, permit me to submit a brief for Samuel Compers. Of the Socialist Trade and Labor Alliance, Compers wrote:

"... This moribund concern, conceived in iniquity and brutal concubinage with labor's double enemy, greed and ignorance, fashioned into an embryonic phthisical dwarf, born in corruption and filth and now dying, surrounded by the vultures of its progeny, ready to pounce on the emaciated carcass of the corpse. . . ."

And how about John Lewis' comment later on the A.F. of L.? "It has no head. Its neck just grew up and haired over."

DANIEL BELL

New York, N.Y.

Sirs:

I am amazed Sargeant did not even mention that peerless purveyor of vindictiveness, Arthur Schopenhauer. A denunciation of Hegel: "Hegel's philosophy is a crystallized syllogism; it is an abracadabra, a puff of bombast and a wishwash of phrases, which in its monstrous construction compels the mind to form impossible contradictions and in itself is enough to cause an entire atrophy of the intellect. It is made up of three-fourths nonsense and one-fourth error; it contains words, not thoughts; 'such stuff as madmen tongue and brain not.'"

MILTON A. ELCONIN

Los Angeles, Calif.

Sirs:

Sargeant's monograph overlooked Gladstone, who is credited with calling Disraeli's oratory "a diarrhea of words and a constipation of ideas."

MYRON J. DRACHMAN

Bronxville, N.Y.

Sirs:

How about Theodore Roosevelt's memorable description of Woodrow Wilson, viz., "a Byzantine logothete . . ." surrounded by "the flubdubs and the mollicoddles"?

JOSEPH L. DONNELLY

Philadelphia, Pa.

CONTINUED ON PAGE 4

FAMOUS PARKER GAMES



MONOPOLY

Most popular of the great board games. A world wide favorite. Set No. 6 at \$3.00; Set No. 8, Popular Edition, always bound in pebbled green \$4.00; Famous White Box set with Grand Hotels, convenient removable Bank Tray, etc. \$5.00.



CLUE

UNIQUE DETECTIVE GAME

A New Best Seller. Exciting and of intense interest throughout. A game that would delight Sherlock Holmes. \$3.00



SORRY

An immensely popular Board game, unlike any other, with original moves and thrilling situations. Don't count on victory until the last play. SORRY is full of surprises! \$2.50



MAKE-A-MILLION

A wonderful game. Quick climaxes and exciting play from beginning to end. Thousands of players consider MAKE-A-MILLION the most thrilling of card games. Easily learned. \$1.00

ROOK—America's widely loved card game. \$1.00

CAMELOT—A far better game than Checkers. Easily learned, exciting. Gray-box set \$1.50.

CAM is a new quick-playing form of the famous game Camelot. \$1.50

FLINCH—The grand old game. With 180 cards \$1.50

HEX—The Zig Zag game of block and counter block. \$2.00

TREASURE TRAIL GAME—Great fun! delightful new game for children. \$1.50

AT ALL DEALERS or by mail from Salem

PARKER BROTHERS INC.
 SALEM, MASSACHUSETTS
 NEW YORK • CHICAGO • LONDON

Copyrighted material

STOP STORING COLDS INSIDE YOUR PILLOW!

U. S. Testing Co.* Proves Germs Breed
Inside Old-Fashioned Pillows!



11 different kinds of harmful nose and throat germs were injected into the PLAYTEX Pillow by U. S. Testing Co. Tests proved these germs will not live, will not breed inside the PLAYTEX Pillow.



Similar experiments made on old-fashioned feather pillows showed these harmful organisms were thriving, multiplying inside this kind of pillow!

PLAYTEX



U. S. TESTING COMPANY'S LABORATORIES* PROVE **PLAYTEX®** PILLOWS COMBAT GERM REINFECTION!

Enjoy healthful, restful sleep every night
with a **PLAYTEX Superfoam†** Pillow!

For good health's sake — throw away your germ-laden pillow! Tests prove that while you sleep the **PLAYTEX** Pillow combats harmful nose and throat germs, will not let them breed. No other pillow has been so rigidly tested and inspected, has the patented "staggered core" construction with millions of tiny air cells that

actually "breathe" — gives buoyant, relaxing sleep.

Go to your favorite department store, furniture store or sleep shop — ask for the famous **PLAYTEX** Pillow. The moment you feel it, the moment you press it against your cheek—you'll know why the **PLAYTEX** Pillow is giving restful sleep to millions of people. You'll see why it's America's greatest pillow value!

*U. S. Testing Co., Inc. Report No. 10959

*For everyone you know...
no gift compares with
the gift of sleep!*

CHOOSE YOUR FAVORITE PILLOW HEIGHT!

REGULAR HEIGHT, in white, pink, or blue extra-fine Sanforized cotton cover . . . \$9.95
EXTRA PLUMP, in white, pink, or blue extra-fine Sanforized cotton cover \$10.95

Also, luxurious non-slip rayon satin covers, or concealed zippers, slightly higher.

Beautifully gift-packaged. In department stores, furniture stores and sleep shops, coast to coast.



A Wonderful Christmas Gift!

For everyone you know—everyone you love—the **PLAYTEX** PILLOW is the perfect Christmas gift! Not only are you giving luxurious nighttime rest—but you're giving the pillow that has been acclaimed as the greatest advance in sleeping comfort in more than 1,000 years!

INTERNATIONAL LATEX CORPORATION Playtex Park T.M. ©1950 Dover Del.

Sunbeam

DOUBLE AUTOMATIC

IRONMASTER

REG. U. S. PAT. OFF.

You've got it
**UNDER
YOUR THUMB!**



Easy to see...
Easy to set!

HOT in 30 seconds

HEATS QUICKER, STAYS HOTTER, IRONS FASTER

Until you've used Sunbeam Ironmaster, you've no idea how much faster and easier ironing can be. No waiting for it to heat up—it's ready to go in a split minute, and always delivers the *correct*, steady heat for whatever fabric you're ironing. That's why you finish quicker, feeling fresher with a Sunbeam on the job.



SAFE
steady Low heat
that will
not scorch
the finest
lingerie.

SUNBEAM HAS the Thumb-tip Heat Control Dial up in the handle, where it is always cool and convenient. Easy-to-see. Easy-to-set. A finger-touch sets it for the correct, safe heat you want.

SUNBEAM HAS the Quick, Steady Heat made possible by Double-Automatic Heat Control, an exclusive Sunbeam invention. Heats faster—but never overheats. Reaches safe Low Heat for rayons in 30 seconds, quick High Heat for heavy, damp linens in 2½ minutes.

IN ADDITION, IT HAS the air-cooled, wrist-resting handle... larger ironing surface... permanently attached cord set... new streamlined beauty. Now available in two weights: the 4 lb. Ironmaster with the famous Hard Steel Chrome-plated sole plate, and the 2½ lb. Ironmaster with the aluminum alloy sole plate for lighter weight.

See your dealer.



QUICK
steady High heat for
your heavy,
dampened
linens.

© SUNBEAM CORPORATION, Dept. 53, Chicago 50, Illinois • Toronto 9, Canada

Famous for Sunbeam TOASTER, MIXMASTER, COFFEEMASTER, WAFFLE BAKER, etc.

LETTERS TO THE EDITORS

CONTINUED

WHY NOT SWAP HORSES?

Sirs:

May I congratulate you upon your editorial "Why Not Swap Horses?" (LIFE, Oct. 23). It is good to read such clear, common sense—an element which the late Will Rogers called "horse sense" and which he believed to be a characteristic of the people of our country.

M. R. K. STURGES
Harrisburg, Pa.

Sirs:

Why can't the people of this country realize we are not on the back of a good strong horse but are riding a mighty poor specimen and being drowned inch by inch, sinking deeper with every step?

LESLIE A. BROWN
Meriden, Conn.

Sirs:

May I conclude LIFE's editors are suffering from mental and political saddle sores from riding a losing horse so many years?

JOHN E. SUDDER
Youngstown, Ohio

Sirs:

Your editorial "Why Not Swap Horses?" is excellent.

May a new slogan be suggested: "Let's throw out the horse and buy a tractor."

HAL M. BLACK
Wichita, Kan.

Sirs:

I am as unhappy as you are with many aspects of the Truman administration. . . . [But] LIFE defines its position as Republican free enterprise as against Democratic statism—one abstraction opposed to another abstraction with the personal and real definition left to each individual.

The Republican party was at its inception a radical third party devoted to ideals of human betterment and national cohesiveness. It was not married to the verbose abstractions of an economic system. It reached the people and was fortunate in having a leader and president who was—excuse the expression—a profound liberal. Jefferson believed primarily in human ideals. . . .

ARNOLD W. RYAN
Evanston, Ill.

GAYLORD AND SHU-SHU

Sirs:

I have been wondering if either of those gentlemen ("Animals Take Over the Wheel," LIFE, Oct. 23) could teach my wife to drive. (She already talks.)

C. R. McCULLOUGH
Kalispell, Mont.

TV COMICS

Sirs:

With all the hundreds of handsome, fine-looking men who appear on TV, why did you select Ed Wynn ("Big-time Comics Invade TV," LIFE, Oct. 23)? Why ruin the cover of a perfectly delightful magazine?

ANN W. TAYEN
Birmingham, Mich.

Sirs:

I was glad to see Ed Wynn on LIFE's cover. I only wish your story ("Big-time Comics Invade TV") had been

CONTINUED ON PAGE 8

Fun with Food

By **ELSIE**
the Borden Cow



Company Coming?
Dazzle them with a wonderful mince pie!

It will spark any occasion if it's filled with BORDEN'S NONE SUCH MINCE MEAT . . . (better than Grandma used to make).

There are 21 choice ingredients including tart citrus peel, tangy-sweet apples,



spices, and sun-flavored raisins. And all are blended and flavor-aged according to an old New England recipe!

You'll find it's the most marvelous taste-thrill ever! (To make it even *extra-divine* . . . serve it with a portion of Borden's wonderful *Vera-Sharp* cheese on the side!)
©The Borden Company

If it's
Borden's
it's got to be good

FOR THE CHRISTMAS

She'll
never
forget!

GIVE HER A

LANE CEDAR HOPE CHEST



No. 2465—Lovely Hepplewhite design in beautiful hand-rubbed Mahogany veneers on solid cedar. Includes Lane tray.

\$59⁹⁵

The Lifetime Gift for
Daughter — Sweetheart — Wife
Sister — Mother

- LANE—at all furniture and department stores
- Guaranteed Moth Protection

Join your dealer's Lane Christmas Lay-A-Way Club today . . . the easy way to give the gift that starts the home.

THE LANE COMPANY, Inc., Altavista, Va.
Write attention Dept. L43 for any information desired.

Running On Borrowed Time?



If your AC Fuel Pump (on your car, truck, or tractor) has had over two years of normal service, it is probably running on "borrowed time."

Remember, your pump must pulsate 1500 times for every mile you drive—and, like every mechanism, it is subject to wear and eventual failure.

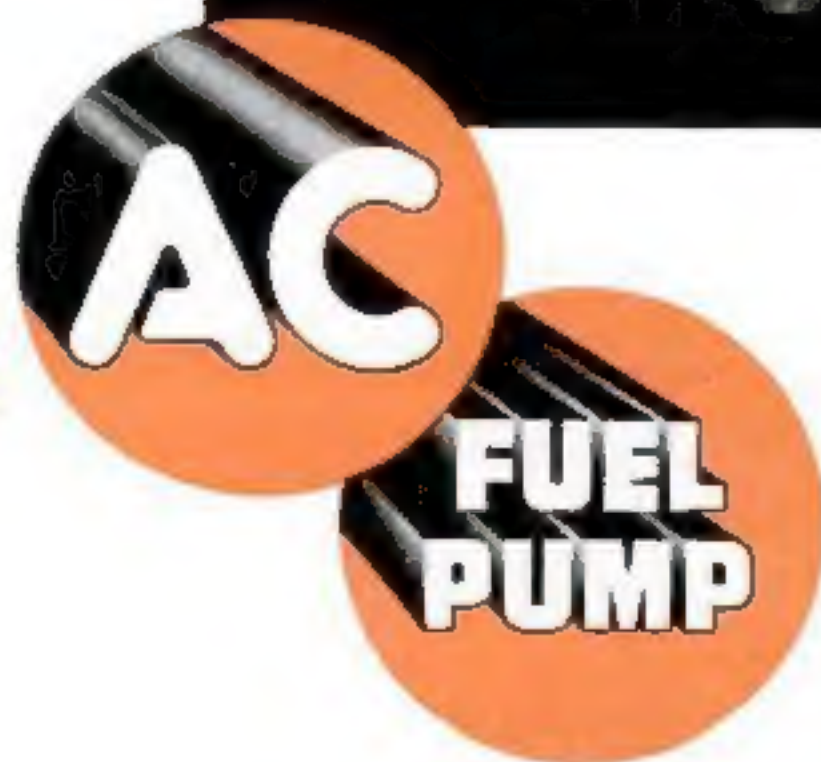
Don't wait for your pump to fail on the road. That's annoying and unnecessarily expensive.

Now, as we're coming into cooler weather, is a good time to go to any AC dealer who displays the above poster—and have him replace your pump with a new AC if your present one is running on "borrowed time."

Periodic inspection and replacement ensures you of the kind of reliability that makes AC the overwhelming choice of engineers and vehicle owners alike.



Get A New



AC SPARK PLUGS



AC OIL FILTERS

preferred on millions of vehicles

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

This One



FTJQ-U48-9FT9

5

Copyrighted material

NONE BUT ANSCO GUARANTEES CLEAR SNAPSHOTS

In Any Camera... or a New Roll, Free!

Yes,
"THIRD
DIMENSION"
Realism!

Your eyes see thousands of shades of color . . . ANSCO ALL-WEATHER FILM sees them, too, as thousands of shades of gray . . . thus giving your pictures DEPTH AND REALISM.



JUNIOR PRESS PHOTOGRAPHER OUTFIT—AnSCO Pioneer Camera with flash attachment. Outfit includes Film, Special Portrait Lens, Flash Bulbs, Assignment Book, Identity Card and Button. Luggage-type carrying case. **ONLY \$13.95 (Federal Tax Included.)**



Insist on the
Red and Blue box

AnSCO All-Weather Film

Also available in Canada

AnSCO, Binghamton, N. Y. A Div. of General Aniline & Film Corp. "From Research to Reality"

Clear Indoor Holiday Snapshots!

Indoors or out, rain or shine, you get crisp, clear snapshots with depth-like sparkling realism when you use AnSCO All-Weather Film.

In any camera...in all weather . . . you are guaranteed snapshots that seem to spring to life. Remember, there's only one All-Weather Film. That film is AnSCO!

GUARANTEE: AnSCO guarantees you the results you want — or return your negatives and original film carton and we will send you a new roll, free.

LETTERS TO THE EDITORS

CONTINUED

longer. Are the shoes which Ed Wynn is wearing the same well-known pair which he bought over 30 years ago? They look it.

JEROME SCHNEIDER

Brooklyn, N.Y.

● Wynn bought the shoes 43 years ago, while playing at Pittsburgh's Keith Theater in 1907, and has a birthday party for them each April. He never performs in any other shoes. He paid \$2.50 for the shoes, figures he spent \$3,000 having them repaired.—ED.

Sirs:

Thanks, thanks, thanks. (I bought three copies.) The greatest compliment I can give LIFE on its circulation and importance (though it makes it tough on me) is that at this late stage of my career I have suddenly found four new relatives, one in Chicago, one in Omaha and two in California. . . .

ED WYNN

New York, N.Y.

BARKLEY BARNSTORMS

Sirs:

I take my pen in hand in defense of Vice President Barkley against the nasty things Robert Ruark said about him ("Mr. Barkley Barnstorms," LIFE, Oct. 23). Mr. Ruark was pretty hard put for criticism if the worst he could say about Mr. Barkley was that he was nice to the ladies. Has Mr. Ruark no respect for the office or Mr. Barkley's years?

Chivalry still lives in the breast of man—Long live Vice President Barkley—May his kind increase.

ELSIE DENNIS

Hillsdale, Mich.

Sirs:

Shame on Mr. Ruark. Mr. Barkley is a rare specimen in American politics—a man a woman can both respect and love.

ECLALIA BOURNE

Oracle, Ariz.

Sirs:

My mother has been "a false teeth wearer" for nigh on 30 years, and she says the grape seeds are not in Mr. Barkley's teeth but under them.

HILDA TEMPLE

Lyles, Tenn.

● Not so, the Veep's teeth are real.—ED.

CONTINUED ON PAGE 3

Please send

LIFE



to _____ name
_____ address
city _____ zone _____ state _____

ONE YEAR \$6.75 (1 year at the single copy price would cost you \$10.40)
(Canada: 1 yr., \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill.

L-11-13

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



Today more people than ever before use Bromo-Saltzer. Because this time-proved product gives fast help. Not only for headache pain, but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Saltzer effervesces with split-second action, ready to go to work at once. And it is so refreshing! You must be satisfied or your money back! Caution: Use only as directed.

Get Bromo-Saltzer at your drug store, fountain or counter today. It's a product of the Emerson Drug Co. since 1887.

EFFERVESCES
WITH SPLIT-
SECOND
ACTION



The "North Bay"

Here's what they call a coat in the North Country. Famous Piedmont gabardine, Cravenetted to shed rain and snow. Mouton collar, lamb-skin lining, red wool bottom—a world of warmth. Men's and boys' sizes. See your Lakeland dealer—or write for his name.

Lakeland Mfg. Co. • Sheboygan, Wis.

Enter America's Biggest Puzzle-Quiz Contest!

Win \$102,500.00

Cash First Prize!

FIRST PRIZE
\$102,500.00

SECOND PRIZE
25,000.00

3rd Prize \$10,000.00
4th Prize \$5,000.00
5th Prize \$3,000.00
6th Prize \$2,500.00
7th Prize \$1,500.00
8th Prize \$1,000.00
9th Prize \$1,000.00
10th Prize \$1,000.00
11th through 110th
Prizes, each \$100. . . \$10,000.00
111th through 210th
Prizes each \$50.00 . . \$5,000.00
Total Prizes . . \$167,500.00

\$25,000.00 2ND PRIZE - \$10,000.00 3RD PRIZE
210 Cash Prizes - \$167,000.00 In All - Must Be Won!

SEND FOR FIRST PUZZLE-QUIZ TODAY!

HERE is the most fascinating of all puzzle-quiz contests—and also the BIGGEST! The first prize of \$102,500.00 is the very largest first prize in all the history of such contests. Imagine winning that huge fortune—enough to make you RICH FOR LIFE! Imagine the thrill of winning any one of the 209 other cash prizes ranging from \$25,000.00 second prize, \$10,000.00 third prize, down to the very last 210th prize!

Read the complete list of prizes in the panel at the left. Then try solving the sample puzzle printed at the right. Isn't it EASY? Isn't it FUN? Don't you think you would have a wonderfully enjoyable time solving such puzzles—trying for the biggest cash first prize ever given?

Here Is How You Enter This Contest

This contest is presented by one of the largest and most famous book-publishing firms in America—the publishers of the NEW FUNK & WAGNALL'S ENCYCLOPEDIA—the magnificent new encyclopedia that is selling like wildfire because it is the BEST—AT LEAST COST!

This contest has been devised by the editors of that great encyclopedia to enchant every family in America—and thus to publicize the encyclopedia, and let EVERYONE know how easy it is to own one, and how wonderful it would be to have one right in his own home.

You can send in the coupon at the right below

We Give You Valuable Book Free—To Help Answer First Puzzle-Quiz

The reason we give you this wonderful book as an outright gift is first of all because the first Puzzle-Quiz is based on the book. The answer to each puzzle in the Puzzle-Quiz is the title of one of the subjects in the book. Also, the Puzzle-Quiz will contain a number of quiz-questions, just like the questions asked today on radio quiz programs. AND RIGHT IN THE BOOK IS THE INFORMATION TO HELP YOU ANSWER EVERY QUIZ-QUESTION CORRECTLY!

That means you NEED THE BOOK TO HELP YOU WIN A PRIZE! And we give you the book absolutely free with the first Puzzle-Quiz!

Another Reason Why

But there is another reason why we give you the book absolutely free. We thus hope to interest you in the rest of the set! We think the book is so terrific that once you get it into your hands, you will want all the other volumes!

And we are willing to take the gamble of giving you one book to PROVE TO YOU why you need the others.

The Puzzle-Quizzes

In this contest will be a series of Puzzle-Quizzes, with each one based on a volume of the encyclopedia. With the free Volume 1 we will send you full details about the contest and how you can get the other volumes of the encyclopedia at the rate of three volumes a month—each containing another Puzzle-Quiz—at a MIRACULOUSLY low price. After you have read all these details we ask you just one favor. We ask you merely to LET US KNOW what you want to do.

Enclosed with the free book and the first Puzzle-Quiz will be a post-card which we ask you to send back to us. On it you will indicate your decision. You can check off "YES"—that you want to stay in the contest and get the

TODAY, and by return mail you will receive ABSOLUTELY FREE the very first Puzzle-Quiz in the contest, with the entry form, and the Official Rules, so that you can enter the contest RIGHT AWAY!

And here's a tremendous surprise for you.

With the first Puzzle-Quiz you will receive a magnificent big book, also ABSOLUTELY FREE. That book is the very first volume of the wonderful New Funk & Wagnall's Encyclopedia. But we don't charge you for it. We don't ask you to pay a cent for it, even though it's worth all of FIVE DOLLARS. We give it to you ABSOLUTELY FREE with your first Puzzle-Quiz, and it doesn't cost you a penny!

other volumes. Or you can check off "No"—that you do not want to stay in the contest, or get any other volumes.

That's all we ask. And remember, no matter how you decide, the big, beautiful Volume 1, worth \$5.00, STILL BELONGS TO YOU!

Act At Once—Today!

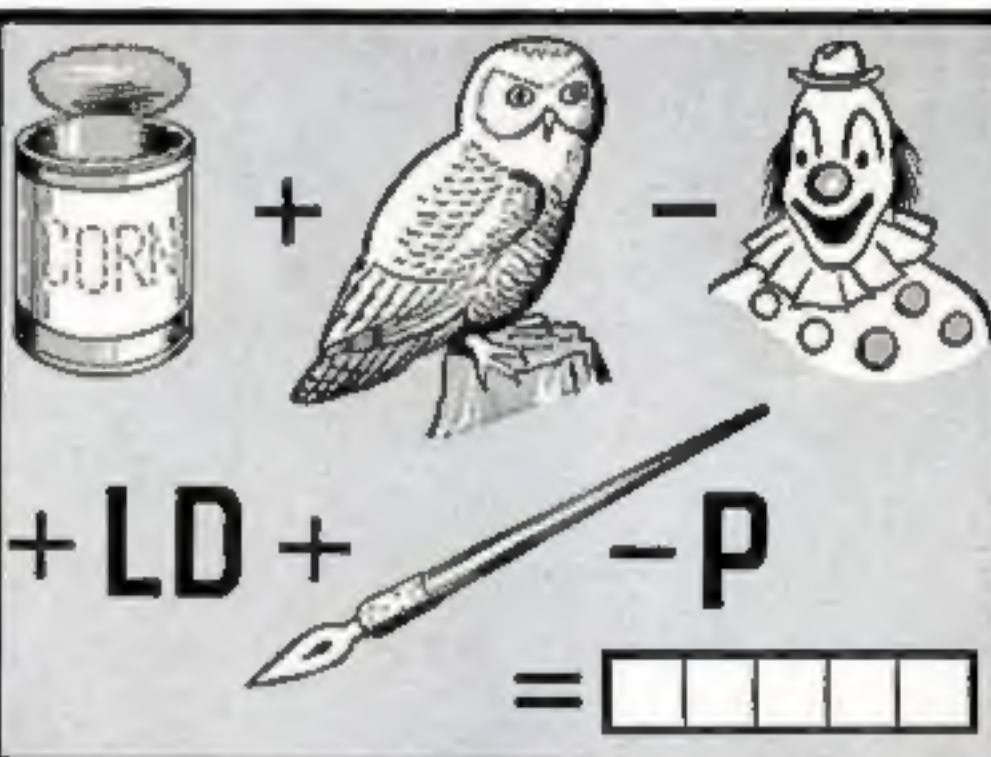
So don't hesitate a moment! Mail the coupon at the right at once. Find out for yourself why this magnificent new encyclopedia is selling like wildfire in America—why hundreds of thousands of American families are sending for the free first volume to see with their own eyes this new miracle of the book world. Find out why you, too, need this magnificent reference library!

And lastly, give yourself the chance to win one of the big cash prizes out of a total \$167,500.00 in prizes—the chance to be RICH FOR LIFE! Send off the coupon RIGHT NOW!

Can You Solve This Puzzle?

THIS IS THE KIND OF PUZZLE IN THIS CONTEST

The solution to the puzzle below is the name of a Pilgrim Father who came over on the Mayflower in 1620.



Here Is How You Solve This Sample Puzzle

First of all, note that there are a CAN, OWL, CLOWN and PEN in this puzzle. To solve it, write down CAN. Next, add OWL, giving you CANOWL. Next, subtract CLOWN, which leaves you with A. Then add LD, giving you ALD. Next, add PEN, giving you ALDPEN. Next, subtract P, leaving you with the solution ALDEN.

MAIL THIS COUPON AT ONCE!

PUZZLE-QUIZ CONTEST,
Unicorn Press, Inc.
Brooklyn 1, New York

10

Please send me ABSOLUTELY FREE the first Puzzle-Quiz in your \$167,500.00 Puzzle-Quiz Contest, and also the FREE first volume of the New Funk and Wagnall's Encyclopedia.

Please also send me the Official Rules of the Contest and full details about the encyclopedia together with an Entry Form, so that I may enter the contest RIGHT AWAY, if I so desire.

After I have received the above, I will send back the post-card you will enclose, to tell you whether or not I want the other volumes of the encyclopedia and want to enter the contest.

The gift Volume 1 is mine to keep in any event.

Name ☐ MR. ☐ MRS. ☐ MISS (Please Print)

Address _____

City, Zone, State _____

Copyright 1950, Unicorn Press, Inc.

5247

Copyrighted material

LIMITED OFFER!

The Publishers reserve the right to limit the number of free books to be given away to readers of this magazine to 2000 copies. In addition, only one book may be requested by any one family.

#930

SMALL BOSOMED?

Wear Lovable's Padded Bra
with removable foam rubber pads.
#930—\$1.50

#814

NYLON FOR EVERYBODY!

Look like the "Lovable Girl."
A terrific value! #814—\$2

#945

FULL FIGURE?

Gently lifts up...up...up
—gives you beauty
plus comfort. #945—\$1.50

*Any way you figure...
it's Lovable!*

Whatever your figure type...whatever your
budget...Lovable is designed with *you* in mind!

Dozens of smart styles from \$1...each flawless in fit,
each matchless in value. Select the style best
for *your* figure, and see.

At your favorite store.

#930 and #945 also sold in Canada

THE LOVABLE BRASSIERE CO.
Dept. L-11, 180 Madison Ave., New York 16, N. Y.

No better fit...

No better styling...

There's no better bra value than...



LETTERS TO THE EDITORS

CONTINUED

EVANGELISTS IN TROUBLE

Sirs:

This outrage in Val d'Or, Canada ("Evangelists in Trouble," LIFE, Oct. 23) seems to be the same old story, whether it is in Canada, South America, Spain or any other place where men of God speak out. The best words of wisdom for this situation come from John 16:2: "They shall put you out of the synagogues: yea, the time cometh, that whosoever killeth you will think that he doeth God service."

CHARLES S. CAMERON

Arlington, Mass.

Sirs:

For some years I was a minister not far from Val d'Or. Both factions there seem to be "splitting hairs" to increase the conflict. Protestant churches are given all privileges accorded any Quebec church. The authorities consider the evangelists nuisances and traffic violators. There would be absolutely no hindrance if the evangelists used less "forceful" methods. But they choose to interpret the regulations as a violation of religious freedom—and so they appear to the world as martyrs.

ALLEN RAYMER REESOR

First Presbyterian Church
Batavia, N.Y.

THE NEW LILY

Sirs:

Thank you for the notoriety of the New Lily (LIFE, Oct. 23), but such



naughtiness was possible only because
of my partners, Doodles and Spider.

LILY PONS

San Francisco, Calif.

SADLER'S WELLS BALLET

Sirs:

As a student of art, I wish to thank you for the beautiful photographs of Sadler's Wells ("The World's Best Ballet," LIFE, Oct. 23). They are a great help in suggesting proportion, rhythm, light and shadow in drawing dancing figures. I hope other students of art realize how much help the photographic material in your magazine offers.

NINA PROSEN

Bala-Cynwyd, Pa.

Sirs:

The action photos of Margot Fonteyn were the most beautiful I have seen in any magazine. Even nonballet-lovers will have to admit this great ballerina is at least as lovely as any pin-up girl or movie queen. . . .

LOUISE A. MCKELLIP

Teaneck, N.J.

Small Wonder...
meaning her

**NATIONAL CITY BANK
TRAVELERS CHECKS**

They're as convenient as a compact,
they're spendable like cash wherever
she goes. And so safe too, if lost or
stolen they are promptly refunded.
In denominations of \$10, \$20, \$50
and \$100. Cost 75¢ for each \$100.
Buy them at your bank.

NATIONAL CITY BANK**TRAVELERS CHECKS**

BACKED BY THE NATIONAL CITY BANK OF NEW YORK

First in World Wide Banking

Member Federal Deposit Insurance Corporation

Year in and year out
you'll do well with the
HARTFORD



—all forms of fire,
marine and casualty
insurance and fidelity
and surety bonds.

See your Hartford agent
or insurance broker

**HARTFORD FIRE
INSURANCE COMPANY**
**HARTFORD ACCIDENT
AND INDEMNITY COMPANY**
**HARTFORD LIVE STOCK
INSURANCE COMPANY**
HARTFORD 15, CONNECTICUT

CONTINUED ON PAGE 11

Junior turned up the evidence!

Now we insist on **NEOLITE** Soles
on all our shoes!

About a year ago we got Junior a pair of new shoes—shoes with NEOLITE Soles. He proved beyond doubt that NEOLITE outwears leather . . . and he proved some other things besides . . . things that sold us on NEOLITE for our own shoes!



That "New-Shoe Look" lasts longer!

- ▶ NEOLITE Soles take a better edge, longer-lasting beauty of finish.
- ▶ Firm shank and sole foundation helps style-right lines stay right longer.
- ▶ Damp-proof, won't curl shoes out of shape.



Comfort comes first with me!

- ▶ NEOLITE Soles need no breaking-in. ▶ Light . . . firm . . . flexible.
- ▶ Outwear leather over 2 to 1. ▶ Non-skid . . . won't mark floors.
- ▶ Ideal for every member of the family.



INSIST ON GENUINE
NEOLITE

*The name is
always plainly marked
on the shank*

NEOLITE
NEOLITE, AN ELASTOMER RESIN BLEND, U.S. PAT. 2,480,000—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO
SOLES

MAKE ANY SHOE A BETTER SHOE—
ANY REPAIR JOB A BETTER JOB!

*The great new protein cereal
that helps you have*

a fine body

**ENJOY KELLOGG'S CORN-SOYA, THE NEW TOASTY-TASTING CEREAL
WITH THE HIGH PROTEIN FACTOR**

A fine body? Seems like a large order for a cereal, doesn't it?

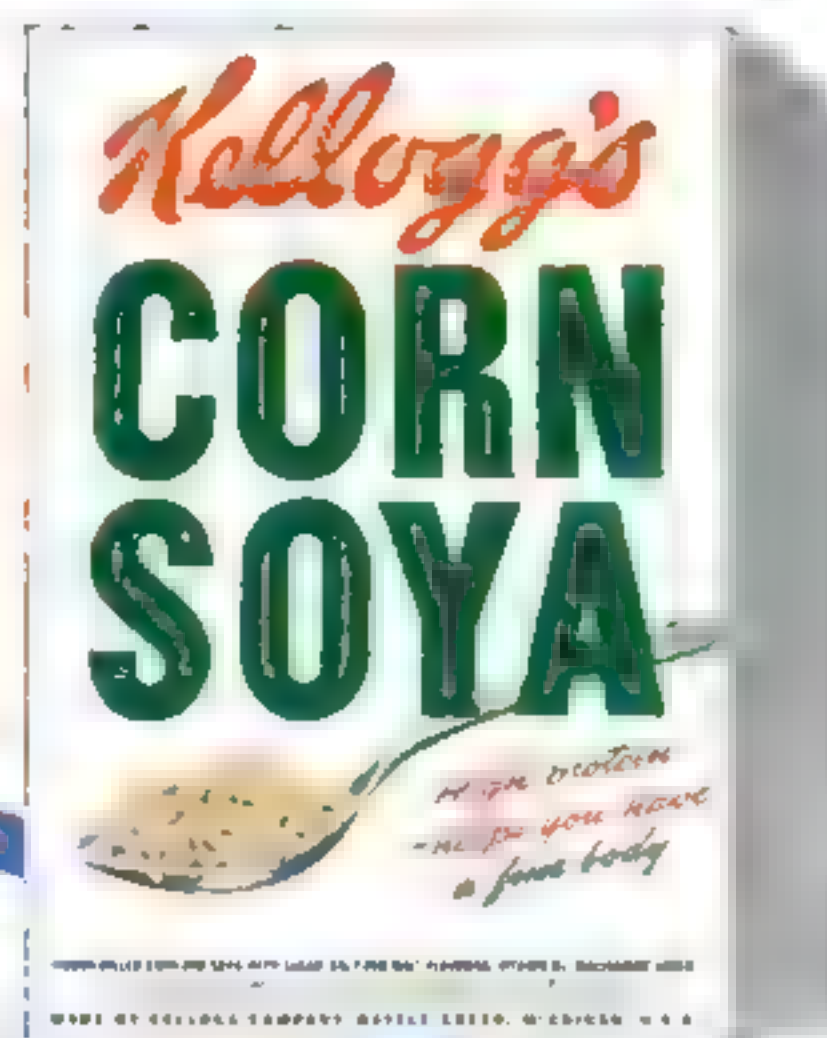
Not when you know that Corn-Soya is the cereal that's rich in *protein*. Complete, high-quality protein when served with milk.

For protein is the master body-builder. Protein is where solid muscle comes from . . . firm flesh and even life itself. And no other well-known cereal, hot or cold, is so rich in protein!

Corn-Soya stands high in vitamin B₁, iron, and energy value, too. Tastes as you'd expect a Kellogg cereal to taste—delicious. All that is fine, but if it's a fine body you want, it's *protein* you need . . .

And Corn-Soya has what it takes!

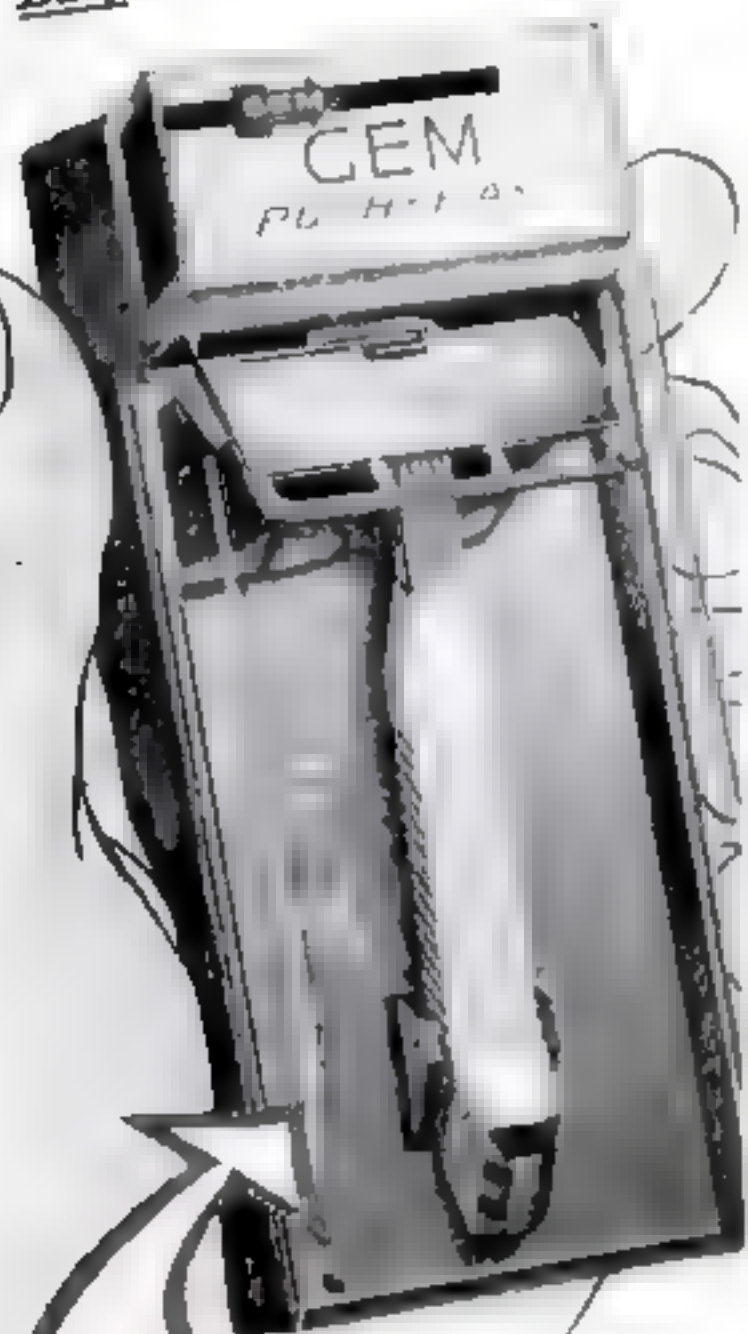
CORN
SOYA
SO YUM
YUM
YUM



No other well-known cereal, hot or cold, is so rich in protein—the master body-builder.

EASIEST SHAVE ON THE FACE OF THE EARTH

Easy to clean
Easy on the face
Easy to handle
Easy to change blades



NEW Feather Weight
GEM
RAZOR

Never a Better Way to Avoid
'5 O'Clock Shadow'

Deluxe Razor with 10-blade Push-Pak of super-sharp Gem blades in crystal-clear styrene case.

Only **98¢**

PRECISION **ASR** PRODUCTS

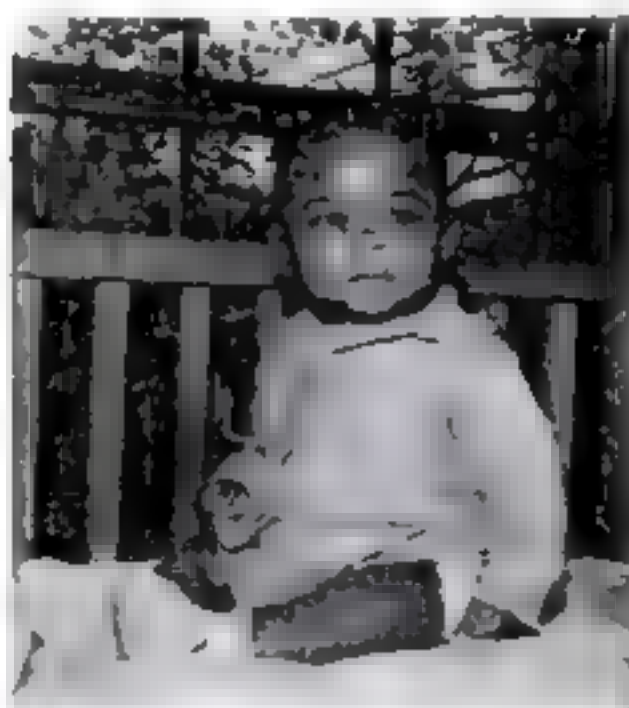
LETTERS TO THE EDITORS

CONTINUED

COMMUNITY FUND DRIVE

Sirs:

Your photographs from the Pittsburgh Community Fund Drive (Speaking of Pictures, LIFE, Oct. 23)



sent me questing for those the Winter Park Day Nursery for Colored Children used in our local drive. This one took first prize in the competition.

ANNE D. KYLE

Winter Park, Fla.

COLLEGE FOOTBALL

Sirs:

In "Football Is Pricing Itself out of Business" (LIFE, Oct. 16) your reporter has quoted me inaccurately (and) utterly misrepresented my feelings toward certain phases of collegiate football. Furthermore by inference, if not by direct statement, he implies that I am the source from which he gets certain figures which appear in his article. The implication is false and his figures are incorrect, exaggerated and misleading.

CARL G. SNAVELY
Head Football Coach

University of North Carolina
Chapel Hill, N.C.

● TIME-LIFE Correspondent Richard Oulahan Jr. replies: "The quotes are verbatim, as Snavely gave them at slow dictation speed in the locker room at Chapel Hill. They are typical of his feelings expressed throughout the interview. The figures to which he alludes came from other, official sources at the University of North Carolina and elsewhere and are in no way attributed to Snavely. The \$275,000 figure stated as the cost of last year's football team to U.N.C. is correct within \$2,000."—ED.

Address all editorial and advertising correspondence to: LIFE, 3 Rockefeller Plaza, New York 20, N. Y.

Subscription Service: J. E. King, Gen'l. Mgr. Address all subscription correspondence to: LIFE, 540 N. Michigan Ave., Chicago 11, Illinois.

Change of Address: Four weeks' notice required. When ordering change, please name magazine and furnish address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number. Time Inc. also publishes TIME, FORTUNE and THE ARCHITECTURAL FORUM. Chairman, Maurice T. Moore, President, Roy E. Larsen; Executive Vice President and Treasurer, Charles L. Stillman; Executive Vice President for Publishing, Howard Black; Vice Presidents, Adlen Grover, Andrew Heiskell, C. D. Jackson, J. A. Linen, P. L. Prentice; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Circulation Director, F. DeW. Pratt; Producer, THE MARCH OF TIME, Richard de Rochemont.

8mm-16mm MOVIE PROJECTOR OWNERS

YOU Can Create Thrilling Entertainment in Your Home for Any Group—Any Occasion When You Show

NEW CASTLE FILMS

What You Like! When You Like It! As Often As You Like!

NOW... JUST RELEASED! Castle Films' Famous
"NEWS PARADE OF THE YEAR—1950"

"NEWS PARADE
OF THE YEAR
1950"



One of the most challenging years in the history of the world! Startling! Dramatic! Momentous! See the exciting front page news stories of 1950 come to life before your eyes! Filmed 'round the world as history was being made! Here is an authentic, permanent record of the greatest news stories of this entire year packed into one unforgettable reel! This annual Castle Film, now world-famous, is a "collector's item" for projector owners. Order yours now! See your photo dealer today!

OWN ALL THIS IN ONE FILM!

CLIMAX IN KOREA, Atomic Spectacle, Berlin Hot Spot, Holy Year Canonization, Winnipeg Disaster, Communism On The March, Hawaiian Volcanic Explosion, Formosa-U.N. Problem (Subject to change)

DON'T MISS
THESE NEW
CASTLE HITS!

Showing your family and friends films you've shot yourself is fun... but you'll increase everyone's pleasure, including your own... when you "pep up" your parties with exciting Castle Films!



Comedies starring Abbott & Costello, those lovable, laughable zanies in "Midget Car Maniacs" also W. C. Fields, one of movieland's all-time greats in "Hurry, Hurry".



Cartoons starring Woody Woodpecker in "The Beach Hut." Hilarious antics and a riot of fun!



Westerns starring Hopalong Cassidy in the thrilling, fast-shootin', action-packed "Bar 20 Rides Again".

SEE YOUR
PHOTO
DEALER

SEND FOR YOUR FREE CATALOG TODAY!

CASTLE FILMS

PRODUCED BY UNITED WORLD FILMS INC.

1445 PARK AVE., NEW YORK 29
542 S. DEARBORN ST., CHICAGO 5
7356 MELROSE AVE., LOS ANGELES 46

Castle Films, Produced by United World Films, Inc.
1445 Park Avenue, New York 29, N. Y.
Send CASTLE FILMS' NEW EXCITING
1950 FALL HOME MOVIE CATALOGUE.

Name _____
Street _____
City & State _____



TRAIN GREETING from observation platform is largely a matter of stance. Candidate (left) shows



correct method: head up, big smile, hearty wave. Politician at right, looking down, is already beaten.



FRIENDLY HANDSHAKE takes much practice. The successful politician gives only his hand to the



HONORARY DEGREES should be accepted with becoming modesty, aspiring candidate concealing



his pride in the achievement—but not to the foolish extent of letting his mouth be hidden by the hood.



THE FARM VOTE has to be approached carefully because of the countryman's skeptical attitude. A

SPEAKING OF PICTURES . . .

A college thesis gives some rules on the science of being a successful politician

WRONG



voter, saving his smile for the camera. To look directly into voter's eyes can often be political suicide.

WRONG



KISSING BABIES is not as easy as it looks. Good politicians should never let baby—or anything else—



get between his face and the camera. This technique is more difficult to apply when kissing pretty girls.

WRONG



politician should always appear confident with tractors, cows and hay, never handle any of them gingerly.

WRONG



BOARDING TRAINS is an artful political maneuver and is best accomplished by walking up the steps



backwards. If a candidate gets on the easy way (right) he often leaves the voters with unpleasant memories.

Candidates who lost out in the past election and are looking for excuses may find that they failed because they neglected the elementary do's and don'ts of campaigning, such as those shown above. Taken by a Hobart College senior and submitted as his political science term thesis, they are a politician's primer in the art of being photographed. To prepare this manual, Student Nathan Weiss first went over a collection of pictures clipped from

old magazines. He then posed two of his friends in the situations candidates most commonly face when cameras are around. According to Weiss, there are two main things a politician should remember: always be ready with a big—and if possible, sincere—smile, and never let your face be obscured from the camera, even by a voter's baby. The project, on which Weiss got an A, will not be wasted. He plans to go into politics himself.

NEW!

A lighter-bodied
cream tonic...
gives your hair that

"clean-groomed" look!



Now, from the makers of famous Vitalis—a great new improvement over ordinary, thick, heavy cream tonics. It's new Vitalis Hair Cream—the first cream tonic made of pure vegetable oil.

No heavy film!

Never before a cream tonic like it. So light, so fine. Grooms your hair perfectly... yet leaves no heavy film, because it contains no greasy liquid petrolatum. Gives your hair the "clean-groomed" look that everyone admires.

No sticky comb!

No messy hands either! Yes, new Vitalis Hair Cream is cleaner to use. It actually rinses off comb and hands with plain water alone.

Routs flaky dandruff!

Vitalis Hair Cream's pure vegetable oil is a doctor's prescription ingredient for dry, flaky scalp—routs flaky dandruff fast. Get this new, lighter cream tonic at your drug counter today.

Homogenized for easy flow...
handy, shaker-top bottle



VITALIS HAIR CREAM

P.S. Ask your barber for a professional application of new Vitalis Hair Cream.
Made by Bristol-Myers—makers of famous Vitalis

LIFE

EDITOR-IN-CHIEF.....Henry R. Luce
PRESIDENT.....Roy E. Larsen
EDITORIAL DIRECTOR.....John Shaw Billings

BOARD OF EDITORS
Daniel Longwell CHAIRMAN
Edward H. Thompson MANAGING EDITOR
Martindale A. Eddy ASSISTANT
Sidney L. Jones MANAGING EDITORS
John Osborne EDITORIAL PAGE
Charles Under ART DIRECTOR
Fillmore Calhoun, Robert E. Lhon,
Edmund Hughes, Joseph Kestner,
Philip H. Wootton, Jr.

STAFF WRITERS
Noel F. Busch, Robert Coughlan, Ernest
Havemann, Oliver Jensen, Charles J. V.
Murphy, Winthrop Sargeant.

PHOTOGRAPHIC STAFF
Ray Mackland... PICTURE EDITOR
Assistants, Frank Scherschel, G. W. Church-
hill.
Jack Birna, Cornell Capa, Edward Clark,
Ralph Crane, Loomis Dean, David Douglas
Duncan, Alfred Eisenstaedt, Eliot Elisofon,
J. R. Eyerman, N. R. Farberman, Andreas
Feininger, Albert Fenn, Fritz Goro, Allan
Grant, Bernard Hoffman, Yale Joel, Mark
Kaufman, Dmitri Kessel, Wallace Kirk-
land, Nina Leen, Thomas McAvoy, Francis
Miller, Ralph Morse, Carl Mydans, Gordon
Parks, Michael Rongier, Walter Sanders,
Joe Scherschel, George Silk, George Staud-
ding, W. Eugene Smith, Howard Sochurek,
Peter Stackpole, Charles Steinheimer, Hank
Walker.

ASSOCIATE EDITORS
William P. Gray, Sally Kirkland, Kenneth
MacLennan, Tom Prichard.

ASSISTANT EDITORS
Oliver Allen, Herbert Breen, Dean Brelvi,
Earl Brown, Robert Campbell, Tom Car-
michael, John Dille, David Dreiman, Gene
Farmer, William Jay Gold, Ralph Graves,
George Hunt, Richard W. Johnston, Percy
Knauth, Patricia O'Connell, Dorothy Seib-
erting, Marshall Smith, Claude Stansbury,
John Thorne, Margit Varga, London Wain-
wright, Robert Wallace, Robert Wernick,
A. B. C. Whipple, Richard L. Williams.

RESEARCH STAFF
Marian A. MacPhail... CHIEF
Assistants: Jo Sheehan, Ruth Adams, Ruth
Dennis, Mary Leatherbee, Valerie Vonder-
muhl.
REPORTERS: Barbara Ballou, Mary Eliza-
beth Barber, Margaret Bassett, Mathilde
Camacho, Kay Doering, Laura Ecker, Jane
Lates, Phyllis Feldkamp, Gertrude Feltz,
Jean Ferriss, Honor Fitzpatrick, Timothy
Foote, Nancy Genet, Doris Getzinger,
Patricia Gilbert, Terry Harman, Jacquelyn
Hinds, Patricia Hunt, Sally Isaac, Edward
Kern, Eileen Lanouette, Jeanne LeMonnier,
Geraldine Lux, Richard Maryman Jr., Dana
Munro, Mary Ellen Murphy, Eleanor
Parish, George Suras, Anabel Simpson,
Kathleen Shortall, Jeanne Stahl, Caline le
Staub, Margaret Thompson, Virginia Un-
sell, Donald Wilson, Jane Wilson, Monica
Wyatt, Warren Young.
COPY READERS: Helen Deuell (Chief), Ber-
nice Adelson, Hilda Edson, Dorothy Olson,
Virginia Sadler, Rachel Tucherman.

PICTURE BUREAU
Dorothy Hoover... CHIEF
Alma Exelston (library), Natalie Konek,
Jane Bartels, Barbara Brewster, Mary Carr,
Betty Doyle, Margaret Goldsmith, Jennie
Hart, Ruth Lester, Maude Milar, Helen
Rounds, Margaret Sargent.

LAYOUT
Michael Phillips, Bernard Quint, William
Cullagher, Hyde Adelsberger, Matt Green,
Earl Kersh, Anthony Sodaro, Frank Stock-
man, Alfred Zangaro.

NEWS SERVICES
U.S. AND CANADIAN: Lawrence Laybourne
(General Manager), Irene Saint, Cole
Phinney, Bureau—WASHINGTON: James
Shepley, Edward F. Jones, Robert Parker,
Jane Ricker, David Zeitlin, Chicago: Ben
Williamson, Frank Campion, Charles
Chapman, Norman Ross, Los Angeles:
Fritz Goodman, Gene Cook, John Bryson,
Robert Cahn, Stanley Flink, Virginia Hobbs,
Theodore Strauss, ATLANTA: William S.
Howland, Ron Reynolds, Boston: Jeff
Wyne, Will Lang, DALLAS: William John-
son, James Truitt, DENVER: Barron
Beshaw, DETROIT: Fred Collins, Robert
Drew, SAN FRANCISCO: Alfred Wright,
Milton Ortelofsky, SEATTLE: James L.
McConaghy Jr., OTTAWA: Samuel G.
Welles, Grace Brynolson, MONTREAL: James
R. Conant.
FOREIGN: Manfred Gottfried (Chief of Corre-
spondents), Eleanor Welch, Donald Burke,
Bureau—LONDON: Eric Gible, Frances
Levinson, Patricia Berk, Joann McPherson,
Monica Home, PARIS: Andre Laguerre,
John Jenkinson, John Stanton, Lee Est-
ington, Dora Jane Hamblin, Berlin: Enno
Hobbing, Martin O'Neill, Rome: George E.
Jones, Roy Rowan, John Luter, Athens:
Mary Barber, Hong Kong: Wilson Field-
er, Bangkok: Elmer Lower, TOKYO: Hugh
Moffett, Dwight Martin, MEXICO CITY:
Robert Spens, Benjamin Rio de Janeiro:
Frank White, Buenos Aires: Robert Ney-
ille.

PUBLISHER
Andrew Heiskell
ADVERTISING DIRECTOR
Clay Buckhout

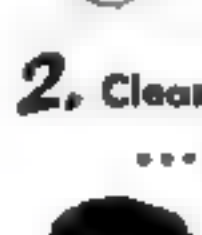
NOW!

BRIGGS

SMOKES 3 WAYS BETTER*



1. Stays lighted longer
...by 19%



2. Cleaner burning
...by 16.4%



3. Less tar
...by 21.6%

So today...

Put this
in your
pipe



and smoke it!

Also available in Canada

They BELONG together!

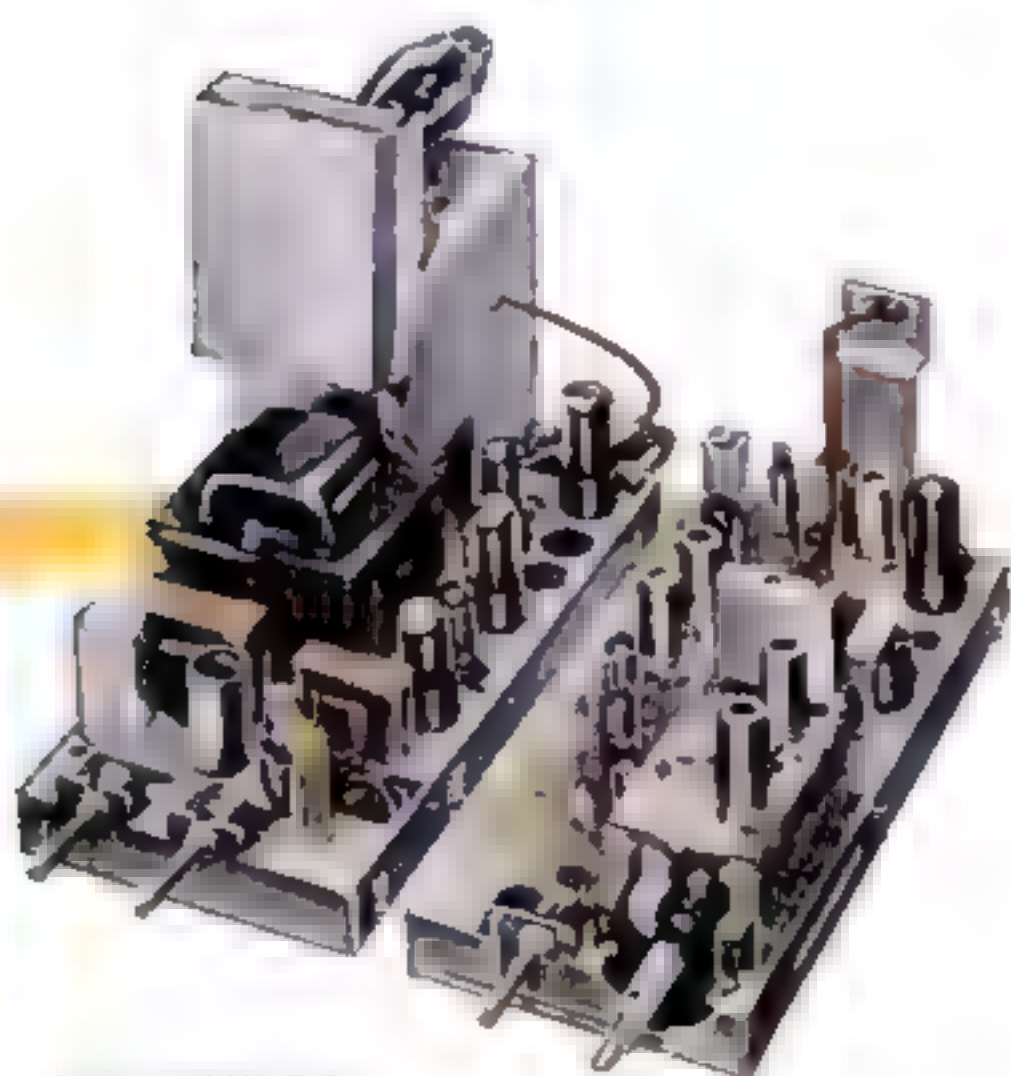


Milk is good, but Cocomalt
'n milk is better—does more
for you. It's chocolaty,
delicious...chock full of
energizing body-building
nourishment.

Cocomalt

and milk

PICTURE BLUR AND SMEAR NOW ENDED FOREVER!



THE PHILCO CUSTOM-DUPLEX CHASSIS

An entirely new "power plant" for the great new 1951 Philco receivers—a chassis made like no other—a chassis for the first time divided into its two basic parts, the Video Unit and the Power Unit.

In this radical departure from conventional chassis design, Philco has incorporated the most advanced circuits, the most costly components to achieve, the finest performance in local and fringe areas, the finest picture in detail, content, definition and uniformity.



NO BLUR
at the edges



NO SMEAR
at the center



**PHILCO
FULL-FOCUS**
over the entire picture

Amazing PHILCO Balanced Beam brings first true-focus pictures to television

YES, the day of blur and smear is over... the day of clear, sharp *true-focus* television pictures is here.

For Philco has invented a way to *balance* the electron *beam* that "paints" the picture on the tube face... to lock it in positive, permanent focus over the entire picture area.

Never before have you seen pictures so clear, so sharp, so thoroughly enjoyable to watch.

But even more... the sensational new Philco Custom-Duplex Chassis brings a vast increase in sensitivity, amazing freedom from "ghosts," "snow" and other in-

terference... with performance in "fringe" as well as local areas that television has never known before.

And, of course, Philco has the now-famous Electronic Built-In Aerial System that outperforms all others by as much as 3 to 1. No installation is needed in up to 8 out of 10 locations.

Compare the great new 1951 Philco Balanced Beam television receivers with *all* others! They are at your Philco dealer's now... in mahogany, blond, or walnut... at the new low prices that make Philco television's *one best buy!*

TUNE IN! Philco Television Playhouse, Sunday evenings, NBC-TV Network
... Don McNeill TV Club, Wednesday evenings, ABC-TV Network



THIS LUXURIOUS BALANCED BEAM PHILCO 1875 gives you a 150 sq. in. True-Focus picture on a 17" rectangular gray filter-face tube... with Philco Electronic Built-In Aerial and the sensational new Custom-Duplex Chassis. Also super-powered AM-FM radio, and Philco phonograph that plays *all* records automatically with the finest tone ever achieved in recorded music.

Other Philco 1951 combinations with 12½" to 20" rectangular tubes (97 to 215 sq. in. pictures) in mahogany, walnut or blond, from \$289.95* to \$750.00*.

*Tax and warranty extra on all models. *Price slightly higher in South and West. Prices subject to change.*



PHILCO
*Balanced Beam
Television*

THE DEAREST FRIENDS



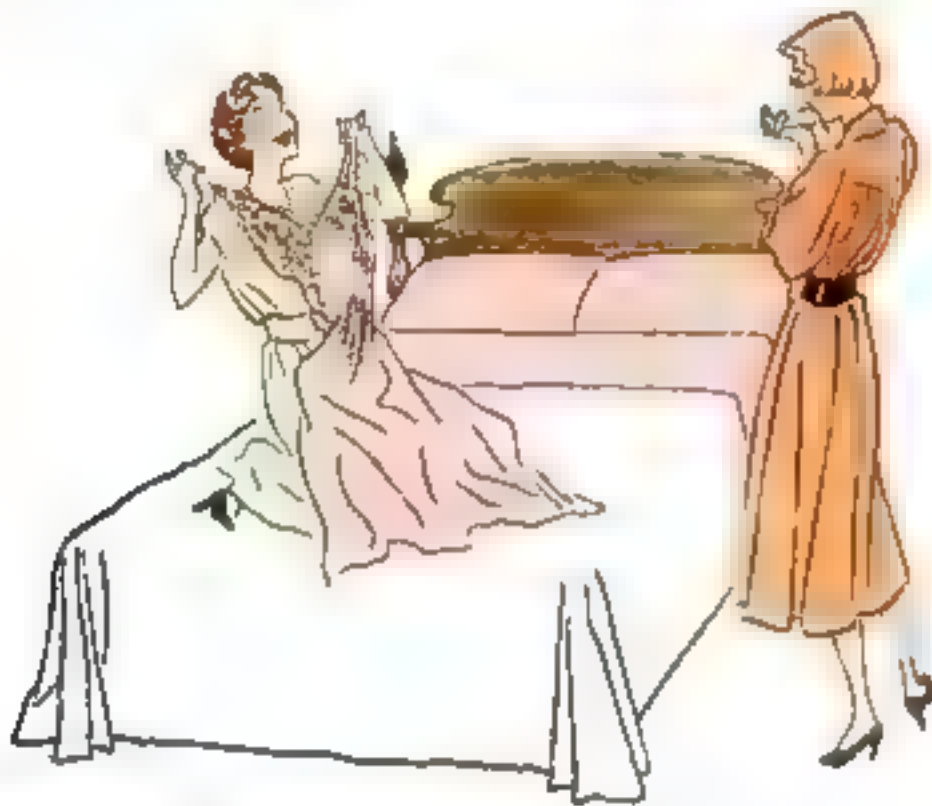
EXCITABLE TYPE: "I almost fainted! Such divine pastels! They're Cannon Combspun Percale Sheets! They're the new Water Colors!"



BUDGET-BEWAILER: "Broke as we are, those Cannon Percals in beautiful Water Colors were such a value even poor us could afford 'em!"



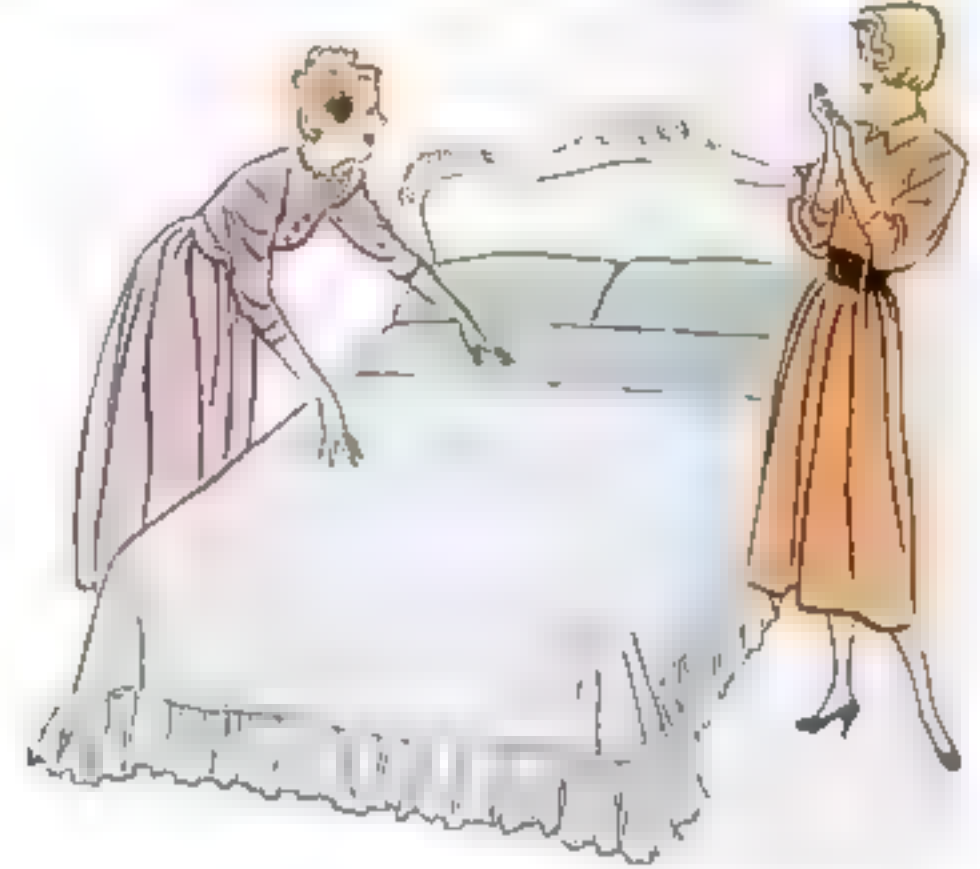
NONSTOP TALKER: "...they're Combspun—that makes 'em smoother—the colors are absolutely fast—and, my dear, talk about wear..."



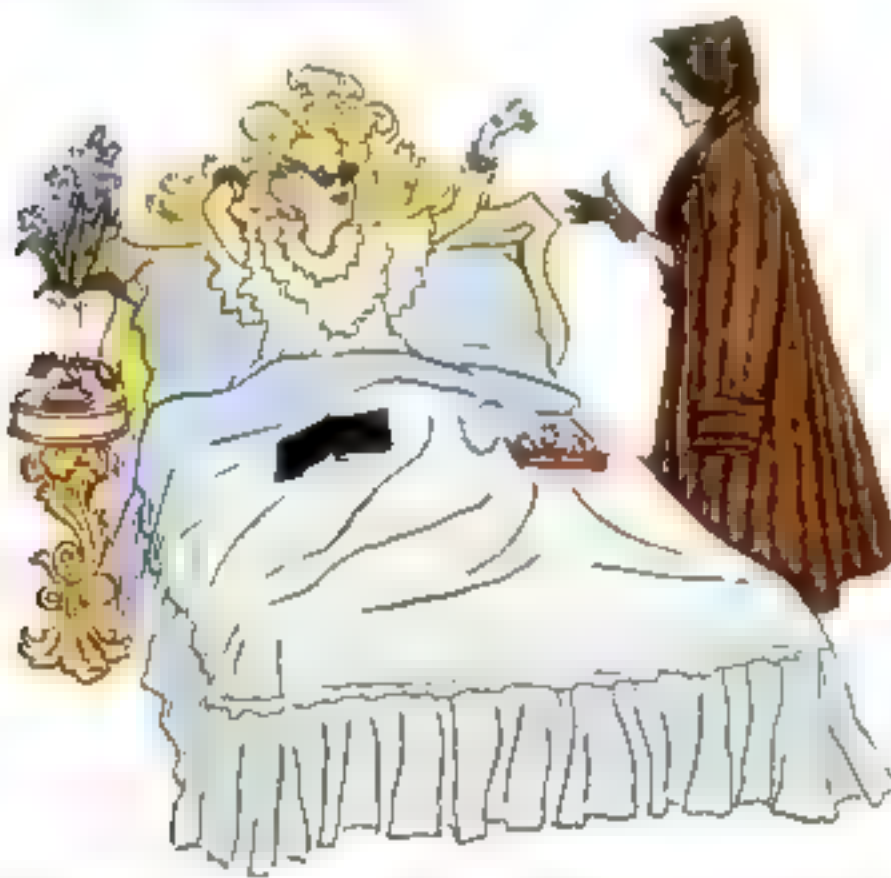
GLAMOUR QUEEN: "I couldn't sleep if my sheets didn't match my nightie—don't you love this shell pink?"



THE HANDY ONE: "I bought some extra sheets, cut 'em up, added ruffles—so, I've got drapes to match my moonlight yellow sheets!"



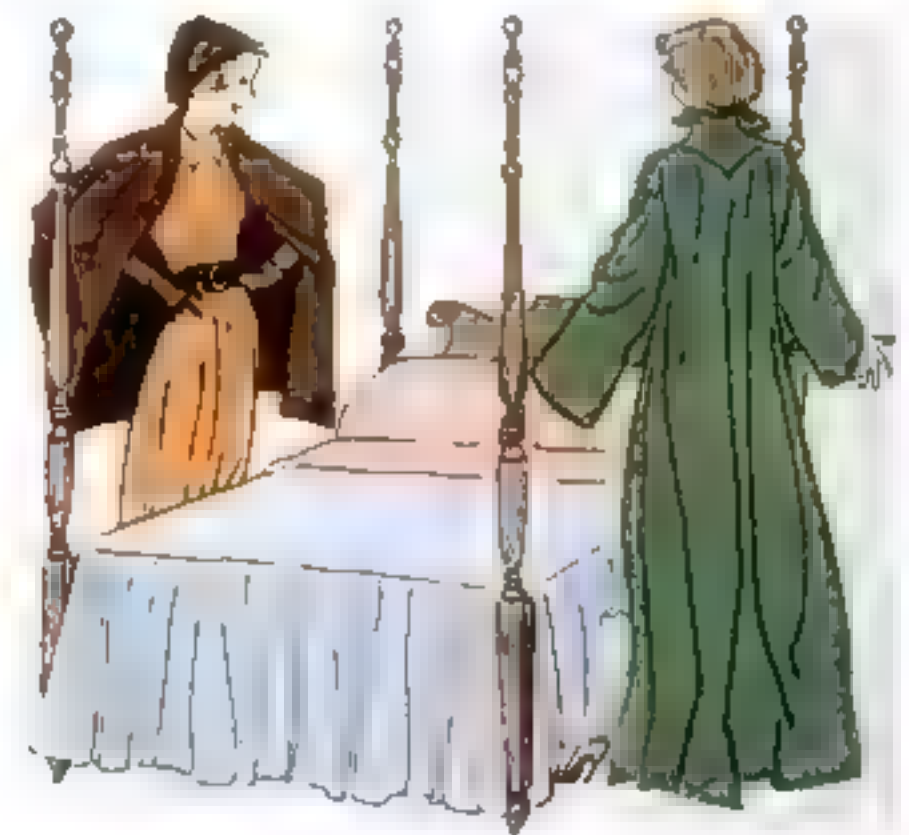
DEVOTED WIFE: "I was scared John would think I was crazy, but he thinks these lagoon green sheets are nifty!"



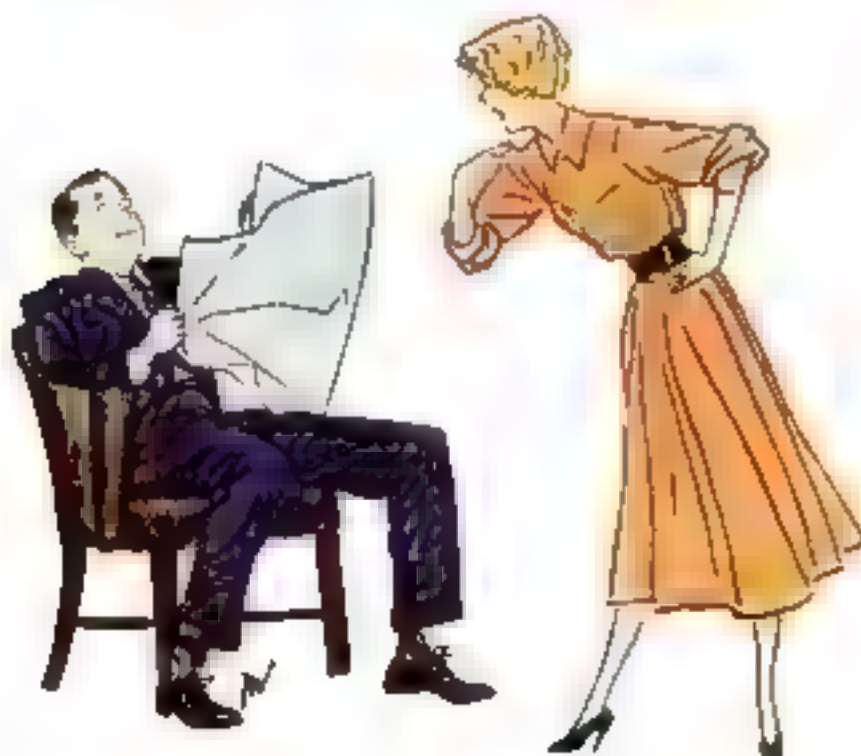
THE FAMOUS ONE: "Dah-ling! I'm so glad you came today. I'm in my aquamarine mood!"



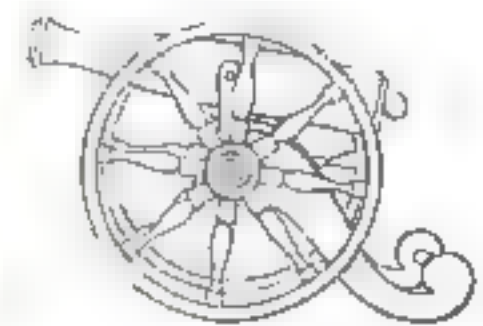
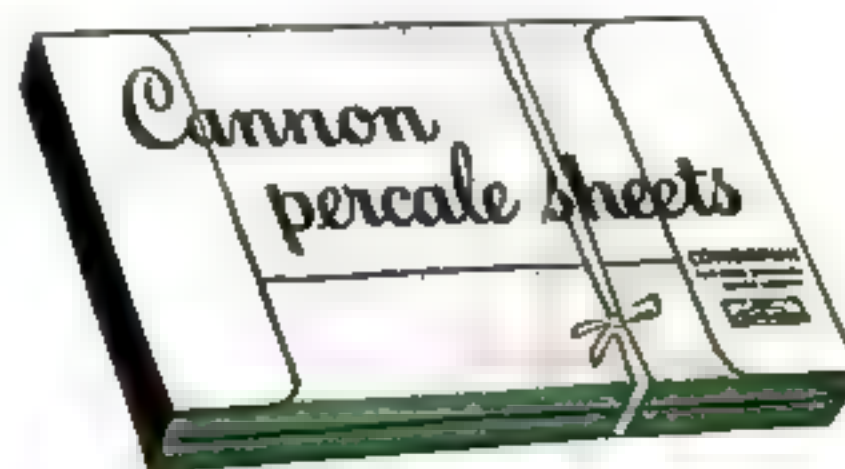
ARTISTIC TYPE: "I asked myself, 'Burnt sienna and what?' And I said 'Ah—Cannon Combspuns in cloud grey!' "



CAREER GIRL: "Executive stuff is fine at the office, but the home life is strictly feminine—note these sunrise peach sheets!"



OUR HEROINE: "And do you think I could get a word in edgewise about my own heavenly Cannon Water Color sheets?"



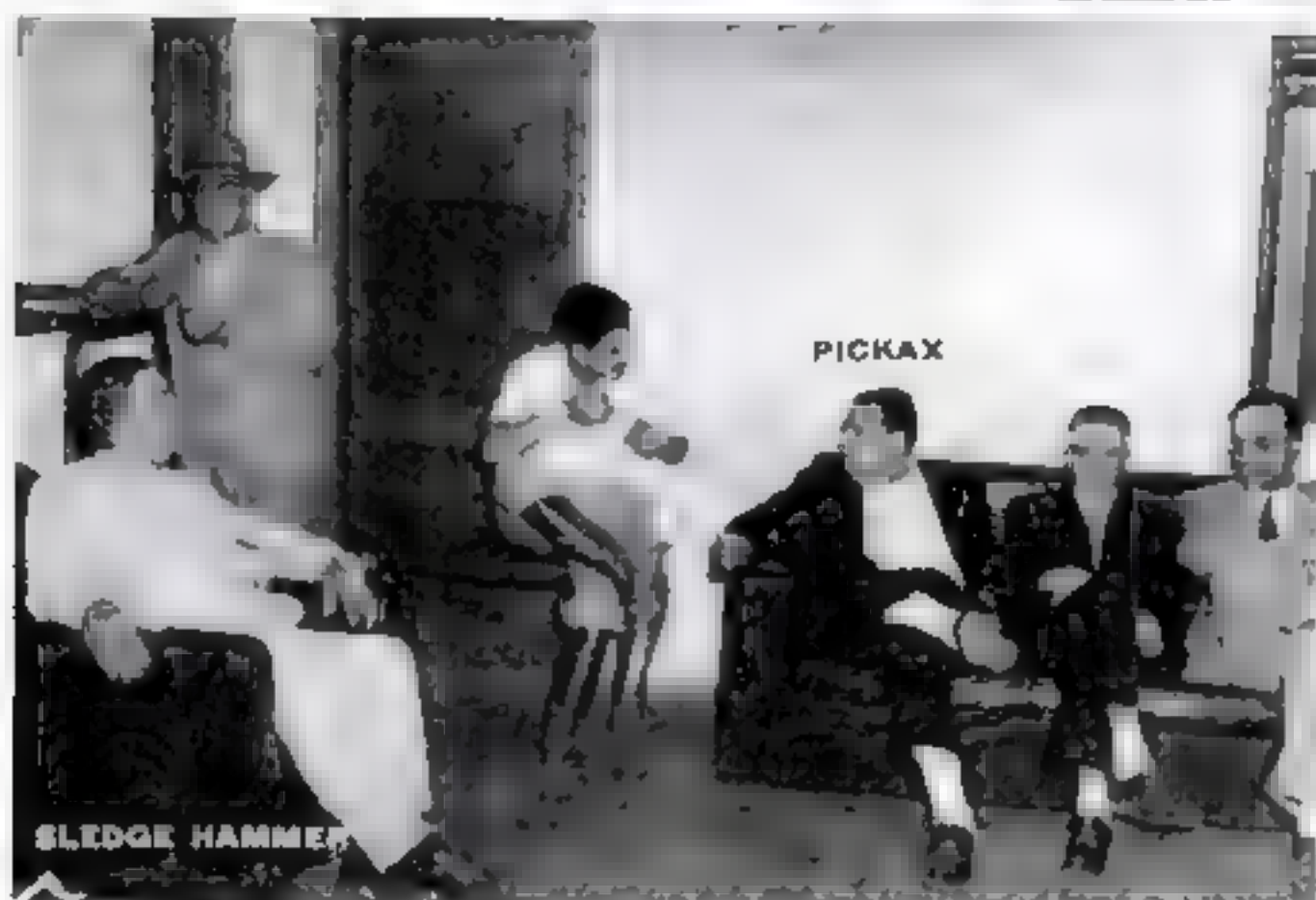
COPY 1950, CANNON MILLS, INC.

CANNON PERCALE SHEETS — THEY'RE COMBSPUN



CANNON TOWELS • STOCKINGS • BLANKETS • BEDSPREADS • CANNON MILLS, INC., N. Y. 12, N. Y.

LIFE'S REPORTS



WAITING FOR JACUS, well-fed pickax (see glossary below) lounges in the Hotel Londrina lobby. Sledge hammer actually in Londrina is rare specimen.

COFFEE KLONDIKE

With prices soaring, land-hungry farmers swarm to Brazilian town and spawn a strange vocabulary
by FRANK WHITE

GLOSSARY

To understand this report fully, a study of Londrinan terms is recommended:

Jacú—Stupid Brazilian game bird that flies right up to your gun when you whistle; thus, nickname for a farmer who hopes to get rich on coffee-growing.

Pickax—Real-estate salesman who represents a sledge hammer.

Sledge Hammer—Owner (usually absentee) of land for coffee-growing.

Hunting Dog—Agent who whistles up jacús in their native habitat, sends them to Londrina.

Spy—Escort (in pay of pickax) who guides jacú around Londrina.

Joker—Fake jacú, who helps pickax by bidding up price of land.

LONDRINA, BRAZIL

A pickax was standing in the dust at the entrance to Londrina, Brazil the other day, waiting. Pretty soon along came a jacú. The pickax knew the jacú would turn up; he had heard it from a hunting dog. The pickax went up to the jacú, introduced himself and escorted him into Londrina. Twenty-four hours later the jacú had a piece of land in Londrina and the pickax had most of the jacú's money. The pickax had not accomplished this all

by himself, however. He had had some help from a spy and a joker. But there was money enough for all, and everybody was happy: the pickax, the jacú, the hunting dog, the joker, the spy—even the sledge hammer.

This simple business transaction, which you will understand if you have studied the glossary above, took place many times a day last week in Londrina. Indeed Londrina is a boom town the likes of which few Brazilians have ever seen, because Londrina is an excellent place to grow coffee. Yet 20 years ago there weren't any pickaxes in Londrina. There weren't any jacús (of this species). There wasn't any Londrina.

What is today the Yukon of South America was then a vast, rolling, unsurveyed stretch of the state of Paraná. It was then, as now, fine coffee-growing country, but coffee prices were low. In 1946, however, the coffee boom started. Prices went from \$7.70 per sack to last week's \$17.50. To the jacús, mostly farmers in the area north of Londrina, the crinkling sound of folding money is as seductive as the hunter's whistle. So they come in flocks to buy a little land, plant a little

CONTINUED ON NEXT PAGE

Are you in the know?



When leaving, what to do about the chaperone lineup?

- ☐ Run for the farthest exit ☐ Mumble hi and g'bye ☐ Take time out

You've pranced the last polka, and now...? Do you dodge the snoopers? Would you weasel an exit via fire escape, rather than stop for a word at the door? Be courteous. Chaperones are frequently people! Take time out to let them know how much you enjoyed the shindig; and to thank them

for their help. You needn't cringe from watchful eyes...even at calendar time. With Kotex, you know no "outlines" show...for there are no telltale outlines, what with those flat pressed ends to prevent them. Kotex keeps your secret. So, you're care-free! Gay as jingle bells!



What does Hippy Hannah aim to be?

- ☐ A wallflower ☐ A bouncing beauty ☐ An eavesdropper

Tuning in on her neighbors? Nay, nay! Just bouncing her way to streamlined beauty. If you're hip-hefty, bump 'em off—10 minutes daily, against the wall. Stirs up circulation; helps trim over-rounded curves. Improving your figure improves your poise. But keeping poised on problem days depends so much on comfort. Choose Kotex. Made to stay soft while you wear it, Kotex gives softness that holds its shape!



Will you see the New Year in with—

- ☐ Pink elephants ☐ Pink lemonade ☐ Rose-colored glasses

Don't be the acquaintance who'll be forgot next year. Too much whoop-dee-doo won't hike a gal's rating. Better a rosy dating future rather than a cold grey dawn. Take extra care to spurn crash-happy drivers. And at certain times, guard against problem-day "accidents." You get extra protection with Kotex and that special safety center. Try all 3 absorbencies to discover which is "definitely for you."



More women choose KOTEX[®] than all other sanitary napkins

3 ABSORBENCIES: REGULAR, JUNIOR, SUPER

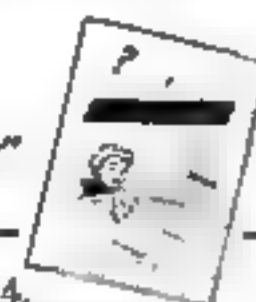
* U.S. REG. U.S. PAT. OFF.



How to learn your social P's and Q's?

- ☐ The hard way ☐ Via charm school ☐ Get "In The Know"

Want quick answers to dating dilemmas? Hints on etiquette, grooming, fashions? Send for the new, fascinating booklet "Are You In The Know?"—it's free! It's a collection of the most important poise-pointers selected from "Are You In The Know?" magazine advertisements (without "commercials")—reprinted in booklet form by special request. So, to owl up fast on how to rate in the style, beauty, men-and-manners departments, get your free copy! Mail the coupon!



Address P. O. Box 3434,
Dept. 2911, Chicago 11, Illinois
Please send me the free booklet,
"Are You In The Know?"

Name.....

Address.....

City.....State.....



*A wonderful wish
....come true*

Star light . . . star bright, your
cherished dreams come true tonight
with love's most perfect gift . . . A Keepsake Diamond Ring.

For this important lifetime choice, choose a Keepsake — the ring
of guaranteed high quality in color, cut and clarity. True value is assured
by the Keepsake Certificate signed by your jeweler and Keepsake.

Ask your trusted Keepsake Jeweler to show you Keepsake — the
only ring chosen to receive the coveted Fashion Academy
Award. To avoid the disappointment of an unwise choice,

look for the name, Keepsake, in the ring and the words
"guaranteed registered perfect gem" on the tag.



FASHION ACADEMY AWARD
presented to Keepsake for ex-
quisite design and brilliant
fashion styling.

For the name of your nearest Keepsake Jeweler, call
Western Union by number and ask for Operator 25.

FREE: Useful 20-page book, "The Etiquette of the Engagement and Wedding." Also
the name of your Keepsake Jeweler and special offer of beautiful 48-page "Bride's
Keepsake Book." Write Dept. L 11-50 A. H. Pond Co., Inc., Syracuse 2, N. Y.
AMSTERDAM • ANTWERP • HOME OFFICE—SYRACUSE, N. Y.



A. WOODLAND Ring 100. Wedding Ring 50.
B. CAMERON Ring 200. Also 150 and 250. Wed-
ding Ring 125. C. EVE Ring 400. Also 300, and
575. Wedding Ring 100. ★ Van's Diamond Ring
125. Available at 75. to 250. to match all engage-
ment rings. All rings illustrated available in
white as well as natural gold. Prices include
Federal tax. Rings enlarged to show details.

COFFEE KLONDIKE CONTINUED

coffee and make a lot of money.

An average of 30 trucks a day come into the town. All are full of *jacús*. Some *jacús*, in their own cars, are rich people from the city ("flag-decked *jacús*"), intent on getting even richer. The majority are skinny, hardened farm folk. The land they left is, as they say here, "tired." This land is rich and productive; they are sure of it because one of the hunting dogs told them so. But they can't buy land any more from the Brazilian combine; after selling some two million acres to 21,000 land-hungry *jacús* the company had to stop. There is always one more piece of land for sale, however. See a pickax.

As a matter of fact, in Londrina a pickax will see a *jacú* long before the *jacú* sees him. The general technique is that of one Fuad Abbud, king of Londrina pickaxes. His name is Syrian, but Fuad is as Brazilian as they come. Sleek, round and 30, Fuad considers it a day wasted when he doesn't make \$100; sometimes he goes over the \$1,000 mark in one day.

Usually forewarned by one of his hunting dogs, Fuad spots the *jacú* before he gets into town. The *jacú* is easily spotted, a lean, sun-stained specimen with the inevitable white forehead band left by the farm hat he has taken off so he won't be spotted as a *jacú*. Fuad quickly turns his *jacú* over to one of his spies. The spy shepherds the *jacú* through the town and helps him find a place to stay. No matter what time this performance starts, it is supposed to wind up some time during the hours of 9 p.m. to 3 a.m. in one of Londrina's bars. There, by Londrina custom, one side of the bar is filled with *jacús* and their spy-escorts, the other side with pickaxes. Usually at 3 a.m., Fuad makes his way to the table of his *jacú*. After a two-hour glowing description of the land around Londrina, the *jacú* is led to a piece of land. The early hours of the morning are chosen for this most important moment of the transaction because at dawn the land looks most *interessante* to a farmer—at least to a Brazilian farmer. The joker, on hand and complaining—until the last minute—that he wants this very piece of land, generally helps the *jacú* make up his mind in a hurry. The money changes hands on the spot and the *jacú* receives a deed.

So goes Fuad Abbud's working "day." It isn't easy, but its rewards aren't small. Even after he has split his commission with all his helpers, Fuad can afford to keep his nails well manicured, his mustache well clipped and live well. "I am a man," says he, "who knows all the bright lights and bohemian life of South America." Although he is the

CONTINUED ON PAGE 19

Alka-Seltzer—First Aid Relief for Cold Discomforts and Headaches

I FEEL A COLD COMING ON. I WISH I COULD FORGET IT.

IT TAKE SOME ALKA-SELTZER AS SOON AS I COULD GET IT.

GIVE ME AN ALKA-SELTZER, I THINK I'M CATCHING COLD.

IT EASES COLD DISCOMFORTS, AND QUICKLY, I'VE BEEN TOLD.

WHEN YOU WANT FIRST AID RELIEF AND WANT IT IN A HURRY, ALKA-SELTZER ON THE SHELF, SAVES TROUBLE, TIME AND WORRY.

FIRST AID for FAST RELIEF
If you have acid indigestion at bedtime take Alka-Seltzer for fast relief. You will rest better and wake up feeling better the next morning. Try it and see. AT ALL DRUG STORES U. S. and CANADA.

HOUSE-WORK HANDS?

Try this different lotion. A famous Canadian formula that swiftly soothes and softens. Provides beneficial oils and medically proved protective ingredients to help prevent redness, roughness, dryness. Extra rich and concentrated. One drop serves both hands.

At cosmetic counters—25¢, 50¢ and \$1.00 a bottle

Campana Italian Balm

EVEREADY
THE BATTERY WITH
"NINE LIVES"

EIGHT TO EIGHTY... AMERICANS JUST NATURALLY LOVE TO FLY!



TOOK THEIR FIRST FLIGHT AT 81 AND LOVED IT! Here are Mr. and Mrs. Edgar N. Stokes of Pasadena, California, and their great-grandchildren Jimmy and Judy. The Stokes recently flew for the first time on a trip to Medford, Oregon. "At our age," says Mrs. Stokes, "comfort means a lot. I must say we never enjoyed anything in our lives as much as our flight to Oregon. We only wish we had tried flying sooner!"



Traveling by modern air transports is the swift, clean, economical way to go places! One big advantage in traveling by air is the comfort you enjoy. You have friendly attendants to serve you. Soft, adjustable armchairs let you relax as the interesting panorama of neat fields, sprawling cities and new horizons unrolls below. Soon you're at your destination, rested, clean, and ready for business or vacation fun. If you'll figure how much you save when you fly, in time... tips... and "extras"... you'll take to the air for your next trip. And you'll want to go on the airline that flies fast, dependable Douglas air transports.

MORE PEOPLE FLY MORE PLACES BY DOUGLAS

30th ANNIVERSARY YEAR



COFFEE KLONDIKE CONTINUED

most successful pickax, the town crawls with others who have done almost as well. No estimate has been made, of course, as to what proportion of the *jacús* are bilked. But the proportion is understandably high. A great many of the transactions are perfectly legal though, because the law of supply and demand has raised land prices to the extent that the sledge hammer's price, and accordingly the pickax's commission, is big enough to take care of everybody.

As of last week the population of Londrina was 40,000, with an additional floating population of 10,000. Two airlines fly DC-3s into Londrina, landing on a mushy airstrip that wouldn't be safe for a soapbox derby. Right in town nearly every back yard is jammed with coffee trees. The heavy traffic—and the frenzied farming—has churned up a dry red dust that covers everything in Londrina. All night most of the bars and nightclubs are open for business and pleasure, a striking contrast to every other farming community in Brazil where the farmers go to bed with the chickens. The basis of the boom is the fact that the average coffee plantation (about 60 acres) will bring a farmer an income of nearly \$30,000 a year. So a new *jacú* is quite willing, if he can only beg, borrow or make off with the money, to pay as much as \$100 an acre for the land. Split all this up among the sledge hammers, the pickaxes, the spies, the hunting dogs and the jokers and there is a hot time in Londrina every night. Girls are flown down from Rio and are received by an extremely responsive audience—sometimes too responsive. "If the band stops playing even for a minute," one imported showgirl complains, "somebody throws something. And that isn't all they do, either. I'd go right back home—if I weren't making so much money like everybody else."



THE KILL is made as the *jacú*, on his new site, fumbles for his pocket.

**RELIEVES
HEADACHE
NEURALGIA
NEURITIS PAIN**

FAST



Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

NEW MINTS Medically Proven

Quickly RID STOMACH of GAS

Do you ever suffer stomach gas, heartburn, from acid indigestion? Get amazing new BiBoDoL Mints for fast relief. Safe, gentle. BiBoDoL Mints give longer-lasting relief than baking soda—yes, hours of relief. Refreshing, minty flavor sweetens sour mouth, stomach. So relieve heartburn, upset stomach, from too much food, drink, smoking. Sleep all night long when acid indigestion strikes. Carry new BiBoDoL Mints for fast relief—anywhere, anytime. 10¢.

BiBoDoL—Reg. U. S. Pat. Off.

Has your child met the President of these United States?

Chances are the answer is, "No." But what child would not be thrilled to meet all 32 American Presidents—and at the same time learn all about these history-making men.

Here's how your child can be America conscious



"MEET THE PRESIDENTS" is the 1950 sensational historical game with a map board, giant spinner, and a set of 32 golden presidential coins—a collector's item in itself. Everybody should know the interesting historical facts of all 32 presidents from George Washington to Harry Truman. Here's the game that's America all the way through.

On sale at all leading toy and department stores. Get this game today. Only \$3.00.



Selchow & Righter Co.
200 Fifth Ave., New York 10, N. Y.



ALAN LADD
co-starring in
"BRANDED"
a Paramount Picture
Color by Technicolor

five stars to **JERIS**
for greaseless good grooming
and healthier, handsomer hair

says *Alan Ladd*



**ONLY DANDRUFF-DESTROYING* JERIS HAS THIS
FRESH, CLEAN-SCENTED MASCULINE FRAGRANCE**

Of all the hair tonics on the market, JERIS and only JERIS brings you all these hair benefits: 1. *Greaseless good grooming.* 2. *Healthier, handsomer hair.* 3. *Scalp-stimulation:* Daily JERIS massage helps promote healthy hair growth, relieves dry scalp, excessive falling hair. 4. *Destroys dandruff germs* on contact:* antiseptic action instantly removes ugly dandruff flakes. 5. *Exclusive masculine fragrance:* daily use of JERIS leaves hair clean-scented. Get JERIS today at drug counters—professional applications at barber shops everywhere.

JERIS is not greasy to the touch, won't discolor coat collars, can't soil shirts, stain hats or upholstery. For greaseless good grooming insist on JERIS Hair Tonic.

"I was known as 'Crackcase' Charlie
When my hair was slicked with goo.
Since I've switched to greaseless JERIS
Seems the girls all
bill and coo."



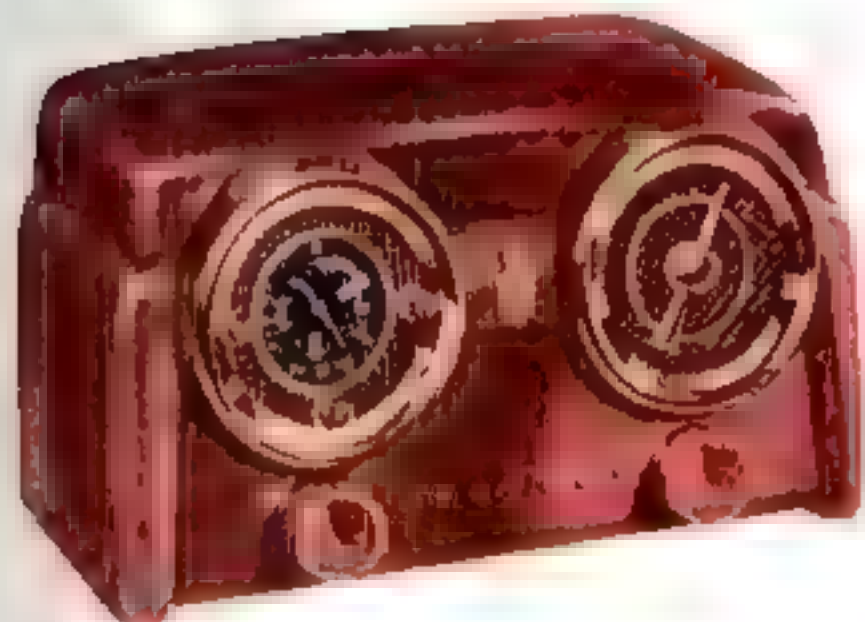
JERIS KILLS DANDRUFF GERMS* ON CONTACT. *Pityrosporum ovale, which many authorities recognize as the cause of infectious dandruff is destroyed by JERIS Antiseptic Hair Tonic.

JERIS
ANTISEPTIC HAIR TONIC

CROSLEY 1951 COLOR-STYLED RADIOS



**Sound as good as they look ...
and that's Wonderful!**



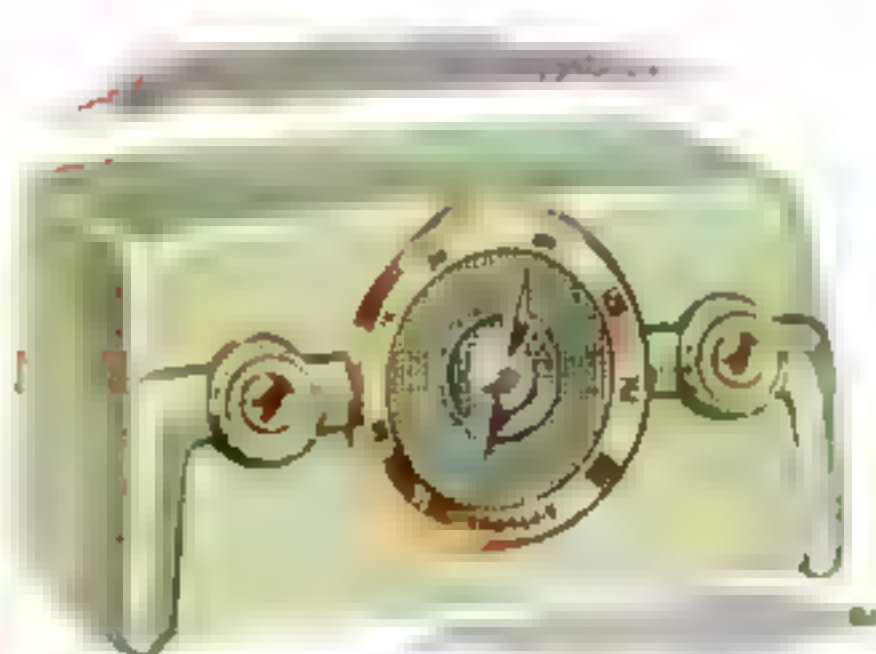
Clock Radio. In six glowing colors. Wakes you or lulls you to sleep—turns on and off automatically. Operates most electrical appliances. Series 11-120.

Never such smart beauty . . . such thrilling performance! Decorator-designed cabinets in striking solid colors . . . and in subtly contrasting two-tone shades. Never such variety—such versatility! You'll find *exactly* the right Crosley Radio, with precisely the right color



and styling—for any room! And *inside*, even the smallest one is tone-engineered for amazing big set reception and full, rich volume! Choose Crosley—and be sure of *fine* quality, *lasting* beauty, *enduring* enjoyment!

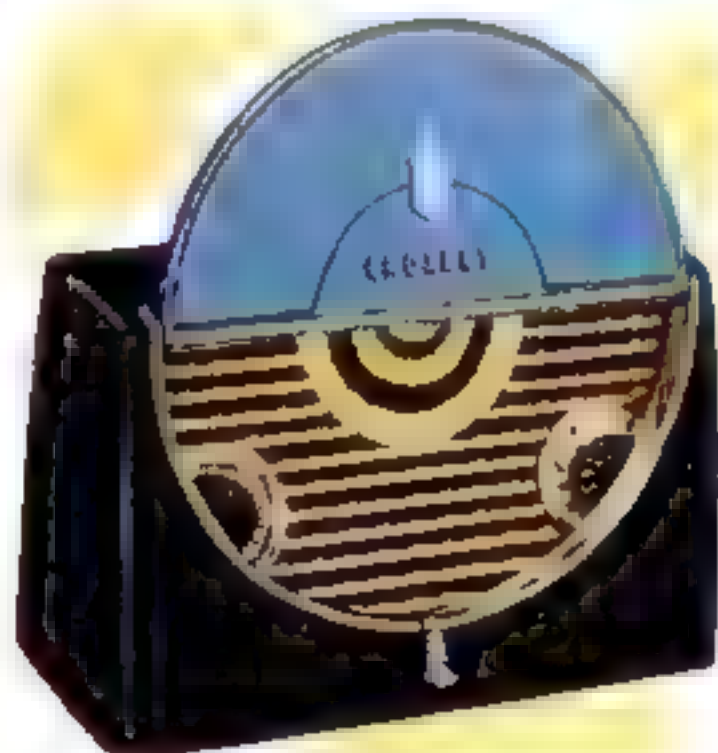
This Christmas give a Crosley Radio. There's one for every room—purpose—occasion!



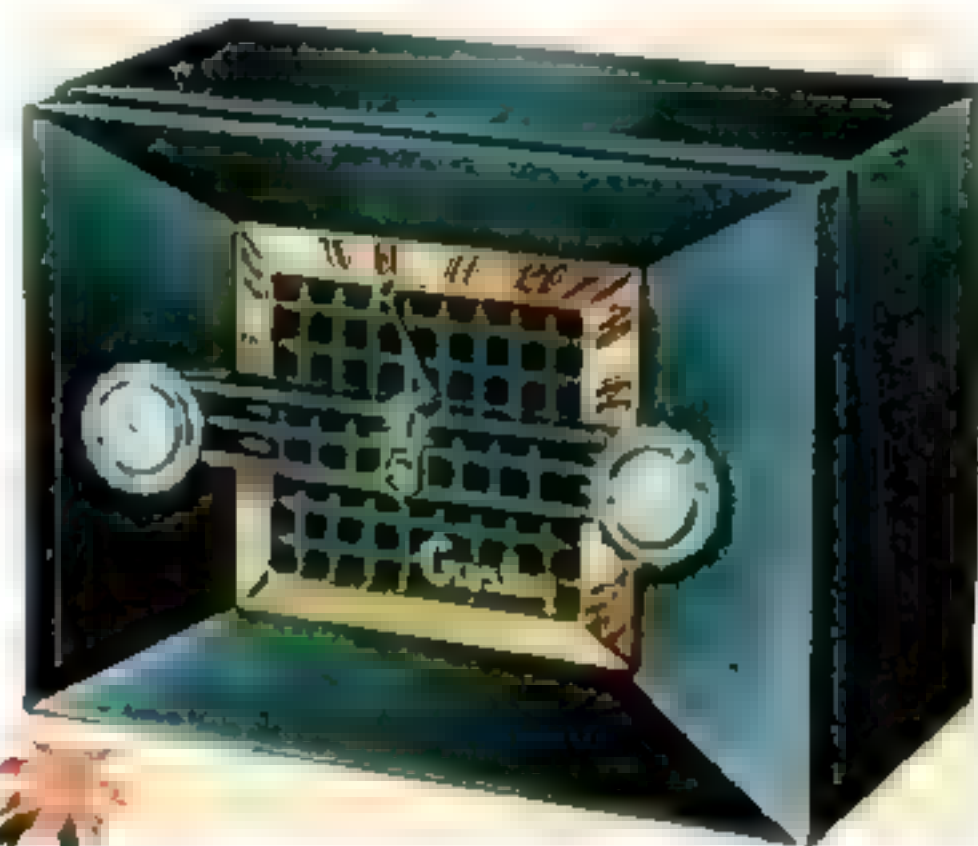
Richly beautiful "Coloradio." Gleaming white cabinet with chromium trim for the kitchen; five rich combinations to match color schemes in other rooms! Convenient phono connection for record player. Series 10-135.



Super-sensitive FM-AM Radio. Has great sensitivity to give you better reception of all stations. The sturdy plastic case is available in four rich simulated leather color combinations. Series 11-126.



"Riviera" Three-way Portable. Lift the lid and it plays; close the lid and it stops! Five appealing color schemes. It delivers truly wonderful reception on batteries, or AC-DC. Series 11-301.



Lovely "Decorator" Model. A patrician design in choice of four subtle colors. Engineered for superb console tone. Like other Crosley Radios, this beautiful set has a rich, deep bass. Series 11-106.

Crosley Division **AVCO** Cincinnati 25, Ohio

Better Products for Happier Living

SHELVDORR REFRIGERATORS • FREEZERS • ELECTRIC RANGES
STEEL KITCHEN CABINETS • SINKS • GARBAGE DISPOSERS
ELECTRIC WATER HEATERS • RADIOS • TELEVISION



Compact, trim "Serenader" Radio. A great performer on office desks, night tables, and tables. Surprisingly low in price. Available in six beautiful colors. Series 11-114.



Sweet and powerful "Dynamic" Table Radio. Available in six glowing colors, with graceful lines. Provides sweet listening and a striking high spot of color for any room. Series 11-100.

YOU CAN ENJOY THE SUPERB STYLE AND PERFORMANCE OF CROSLEY RADIOS AT AMAZINGLY LOW PRICES

THE PACE-SETTING DESIGNS ARE COMING FROM CROSLEY!



Weather's a Pleasure!

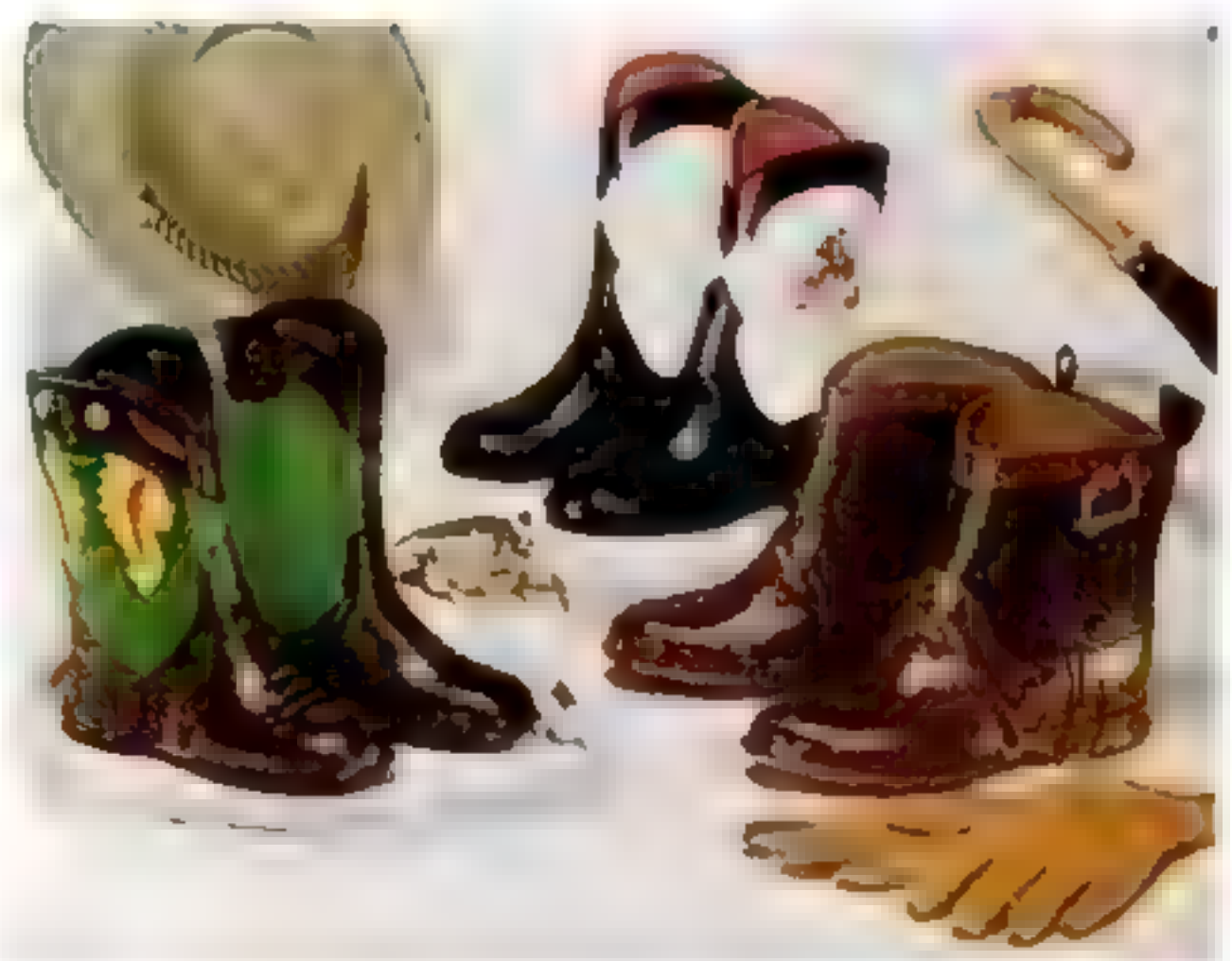
Clouds upstairs? Rain in the air? Weather always offers fresh air fun and health when feet are protected by warm, dry, fashion-right Gaytees.

But don't wait for weather emergencies. Now is the time to select your choice of this year's Gaytees to safeguard shoe leather...and your health!

Above: WEDGE KWIK Gaytees slip over all heels, neat as spats. Bright linings. Red, green, brown, black or white. Child's PRINCE GRENADIER Gaytees have adjustable snap-straps. Gay cheeks in red, green, or brown on white. Men's U. S. Royal BLIZZARD of warm fleece-lined rubber, up off or on, have heavy, cleated soles. Black, brown.



SNOWSTER Velveteen Gaytees, left, are stormy-day delights. All fleece-lined, with shearling cuffs. Flat soles. Black, dark green, brown, or burgundy. MIDWAY Gaytees, center, are close-fitted, short cropped, to flutter ankles. Slide-fastened. White, black, brown. POIARETTE Gaytees, right, are easily fleece-lined to fit right over stockings. Note new wedge heels built-in. Green, brown, red, black.



KICKAPOO Boots, left, have honest Injun symbols fused on. Brown with tan or green. MUSTANG Gaytees, center, with "rule 'em cowboy" decoration pull on over snow-pants. Black and white, Tuxedo brown, brown and tan, red and white. MEN'S AND BOYS' FRONTIER Boots, Western style, give light, pull-on protection. Tuxedo brown.



UNITED STATES RUBBER COMPANY
ROCKEFELLER CENTER, NEW YORK

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1950 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS

PUERTO RICO REVOLT ENDANGERS TRUMAN	25
EDITORIAL: HOW BAD ARE U.S. POLITICS?	30
A NEW KING COMFORTS A NEW CROWN PRINCE	31
SWEDEN MOURNS DEATH OF "MR. G"	32
A DOSE OF PSYCHOLOGY BEATS TOP U.S. TEAM	34
CHINESE REDS ENTER KOREAN WAR	43
TRYGVE LIE KEEPS HIS JOB	46
HOFFMAN MAKES A FAREWELL TOUR OF MARSHALL PLAN NATIONS	51
FLORIDA YOUTH BECOMES "STAR FARMER OF AMERICA"	63
WHAT THE QUINTS SAW IN NEW YORK	66

PHOTOGRAPHIC ESSAYS

CAGE BIRDS	77
ELLIS ISLAND 1950	
PHOTOGRAPHED FOR LIFE BY ALFRED EISENSTAEDT	123

ARTICLES

THE WAR MEMOIRS OF WINSTON CHURCHILL, VOLUME IV, PART IV	92
THE PERILOUS TREK TO TRAGEDY, by FRANK BESSAC	
AS TOLD TO TIME-LIFE CORRESPONDENT JAMES BURKE	130

MEDICINE

SCALP EPIDEMIC SWEEPS THE SOO	57
-------------------------------	----

ARCHAEOLOGY

PIPELINE ARCHAEOLOGY	73
----------------------	----

THEATER

NOTES FOR A MOVIE	85
-------------------	----

FASHION

THE RETURN OF THE PORTRAIT GOWN	113
---------------------------------	-----

RELIGION

A DOGMA IS PROCLAIMED	128
-----------------------	-----

ART

ART IN THE OPEN	143
-----------------	-----

MOVIES

THE PERILS OF DEBORAH	149
-----------------------	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	2
SPEAKING OF PICTURES: COLLEGE THESIS GIVES RULES FOR BEING A SUCCESSFUL POLITICIAN	12
LIFE'S REPORTS: COFFEE KLONDIKE, by FRANK WHITE	17
LIFE'S PARTY: STIR-OFF TIME IN TENNESSEE	156

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPY-
RIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST
NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION

LIFE'S COVER

William Kyle Rote, a triple-threat mainstay of Southern Methodist University's football team, went into the Texas game (pp. 34-38) with more than football on his mind. His wife, a girl he met in the third grade at San Antonio's Woodlawn elementary school, is expecting a baby—"Maybe," says Rote, "by the Arkansas game" on Nov. 18. A 6 foot, 195 pound Texan, Rote plays poker, talks at Sunday Bible-reading classes and up to the Texas game, where he had a net loss of three yards, he had an average of 6.8 yards for every time he carried the ball. The nose bandage covers a cut Rote picked up in the Rice game, in which he gained 196 yards.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—JOE SCHERSCHEL	34—MAP BY RAFAEL PALACIOS
4—STEARNS-MURRAY	35—FERNAND BOURGES COURTESY MRS. LELAND HARRISON—COURTESY FRANKLIN D. ROOSEVELT LIBRARY, HYDE PARK, N.Y. AND WINSTON S. CHURCHILL
11—LYMAN B. HUNTINGTON	36—ELIOT ELSON
12, 13—NATHAN M. WEISS	37—FRANKLIN D. ROOSEVELT LIBRARY, HYDE PARK, N.Y.
17—PEDRO OGAWA: MAP BY ANTHONY SODANO	38—IMPERIAL WAR MUSEUM
25—FOTO "FOLHAS" SAO PAULO	110—INT
27—J. G. ZIMMERMAN FOR TIME—JUAN E. ORTIZ	113 THROUGH 118—SHUTON GREENE
28—J. G. ZIMMERMAN FOR TIME EXC. BY A.P.	119—LEWIS W. NINE MEMORIAL COLLECTION FROM PHOTO LEAGUE, ALFRED EISENSTAEDT FROM PIX
29—ACME, A.P., GEORGE SILK, ROBERT W. KELLEY—JUAN ORTIZ, GEORGE SILK—GEORGE SILK, JUAN ORTIZ	120—ALFRED EISENSTAEDT FROM PIX, LEWIS W. NINE MEMORIAL COLLECTION FROM PHOTO LEAGUE—LEWIS W. NINE MEMORIAL COLLECTION FROM PHOTO LEAGUE, ALFRED EISENSTAEDT FROM PIX
30—GEORGE SILK	121—LEWIS W. NINE MEMORIAL COLLECTION FROM PHOTO LEAGUE, ALFRED EISENSTAEDT FROM PIX, LEWIS W. NINE MEMORIAL COLLECTION FROM PHOTO LEAGUE
31—ELGARS LINDE © AS REPORTAGEBILD	122—LEWIS W. NINE MEMORIAL COLLECTION FROM PHOTO LEAGUE, ALFRED EISENSTAEDT FROM PIX, LEWIS W. NINE MEMORIAL COLLECTION FROM PHOTO LEAGUE
32—AS REPORTAGEBILD, DMITRI KESSEL, INT. 17	123—ALFRED EISENSTAEDT FROM PIX, LEWIS W. NINE MEMORIAL COLLECTION FROM PHOTO LEAGUE
33—DMITRI KESSEL	124—ALFRED EISENSTAEDT FROM PIX, LEWIS W. NINE MEMORIAL COLLECTION FROM PHOTO LEAGUE
34—JOE SCHERSCHEL EXC. CER. LEFT LOOMIS DEAN	125—LEWIS W. NINE MEMORIAL COLLECTION FROM PHOTO LEAGUE, ALFRED EISENSTAEDT FROM PIX, LEWIS W. NINE MEMORIAL COLLECTION FROM PHOTO LEAGUE
35—LOOMIS DEAN, FRANCIS MILLER (4)	126—ALFRED EISENSTAEDT FROM PIX, LEWIS W. NINE MEMORIAL COLLECTION FROM PHOTO LEAGUE
36—LT. COL. FRANCIS MILLER, HY PESKIN, LOOMIS DEAN, HY PESKIN, BY COL. A.P., FRANCIS MILLER, HY PESKIN, FRANCIS MILLER, HY PESKIN	127—ALFRED EISENSTAEDT FROM PIX
37—CHESTER GABBYIAK—CHICAGO TRIBUNE	128—ACME
43—HANK WALKER	129—JACK BURNS—ACME
44—HANK WALKER—A.P.	130, 131—FRANK BESSAC
45—ACME—DAVID LINTON	132, 133—T. FRANK BESSAC
51, 52, 54—KRYN TACHIS, ECA	134, 135—MAP BY RAFAEL PALACIOS
57, 58—THOMAS D. McAVOY	136—FRANK BESSAC—INT
59, 61—JOHN DOMINUS	137—FRANK BESSAC
62—RALPH MORSE	138—JAMES BURKE
67—LISA LARSEN	139—EDWARD CLARK
68—LISA LARSEN—ACME	140—EDWARD CLARK EXC. T. JDA WYMAN
73, 74—IVAN J. MASHKE	141—JDA WYMAN
77 THROUGH 81—T. J. D. NESS	142, 143—M. G. M.
83, 86, 88—PHILIPPE HALSMAN	144—ALLAN GRANT EXC. CEN.
92—FRANK SCHERSCHEL	156 THROUGH 160—JOE CLARK
93—TOPICAL PRESS	

ABBREVIATIONS: BOT., BOTTOM; ©, COPYRIGHT; CEN., CENTER; EXC., EXCEPT BY; LEFT, RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; U.S., BLACK STAR; INT., INTERNATIONAL; M.G.M., METRO-GOLDWYN-MAYER; THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPLICATION, WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

for colorful giving

dramatically feminine,
brilliantly charming,
"Lotus" is a Perfume she'll
cherish and wear with delight.
It's a Perfume for great occasions,
to be used adventurously,
to accent her loveliness
\$3 to \$17.50, plus tax, and in
a charming purse flacon,
\$1.75, plus tax.

Lotus
by
YARDLEY

Yardley products for America are created in England and finished in the U.S.A. from the original English formulas, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.



Just feel the new life in your wave, after a Rayve shampoo!

**The only shampoo
that praises your
hair 5 ways...and
makes your hair
want to curl!**

✓ **Washes more shine into your hair!**

New-formula Rayve Creme Shampoo washes each hair diamond bright—flashing with light and life!

✓ **"Cream-conditions" your hair!**

Scientists say frequent gentle shampoos mean lovelier, healthier hair! Rayve's special enriching hair oils "cream-condition" your hair to new beauty every time you shampoo!

✓ **Quick, rich lather!**

Instantly—even in hardest water—Rayve bursts into energetic lather—works down to scalp fast—for deep-down cleansing!

✓ **Free-rinsing... no soap-drag!**

No other shampoo rinses out faster! Free-rinsing Rayve bathes your hair with highlights!

✓ **Solves short hair's #1 problem, too!**

Short curls *must* be dancing again or they go limp... Rayve's gentle cleansing lets you shampoo often—keeps short hair at glamour-peak!

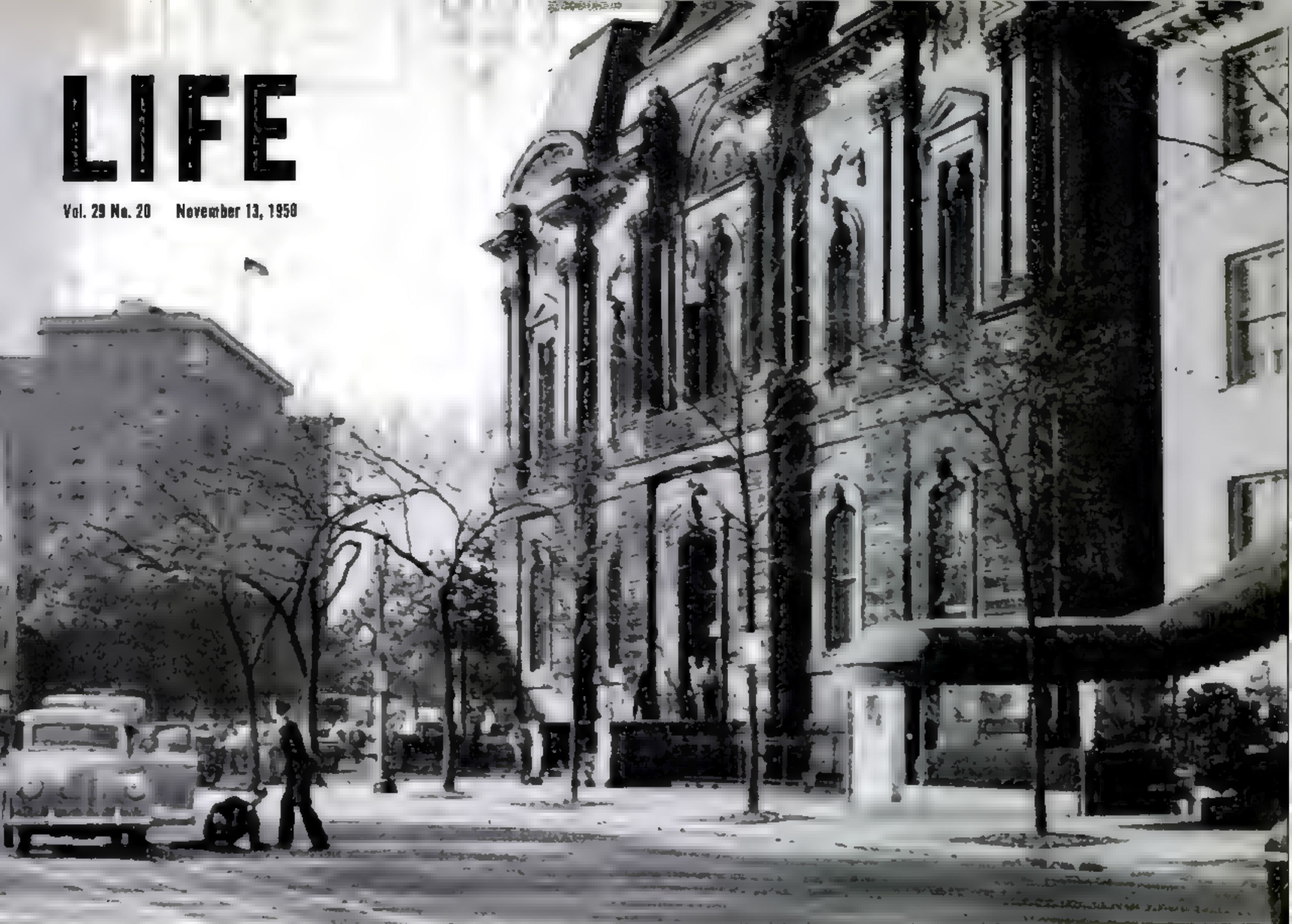
AND...makes your hair want to curl!

Rayve actually washes more life into your wave! It leaves every hair so springy, yet so obedient, that your waves fairly ripple back from your brush! Rayve makes your hair *want* to curl!



In jars or tubes.

Rayve CREME SHAMPOO



AT CLIMAX OF SHOOTING Policeman Donald Birdzell, hit by assassin, falls as officer goes to his aid and a motorist gets out of car to help. Traffic in background

has not yet stopped; pedestrians cower in doorway of ornate Court of Claims Building. At right is Blair-Lee House. Blair House is next door, out of picture at right.

PUERTO RICO REVOLT ENDANGERS TRUMAN

It was 85° in the shade on Washington's hottest November day on record, and a somnolent after-lunch quiet had settled on Pennsylvania Avenue. In shuttered Blair House, his temporary residence, President Harry Truman had lunched with his wife and was now taking a nap before starting to a ceremony in Arlington Cemetery. In the avenue below his bedroom window only a few people strolled past the perspiring guards. Among the passers-by were two Puerto Ricans, so unobtrusive-looking that a hotel clerk, noting their black hats, had mistaken them for divinity students. Approaching the house from opposite sides, they drew German pistols and without a word began firing at the guards. The roar of gunfire exploded on the quiet avenue, and as the guards rushed up to shoot it out with the assassins, terrified pedestrians scampered into doorways to take shelter from the zinging bullets. Running from the White House a block away, Time Photographer John G. Zimmerman got the first action picture at the spot (above). He went on taking pictures (pp. 26, 27) and other photographers, who had been waiting to accompany the President to the cemetery, joined in to make it the best-covered as-

sassination attempt in U.S. history. Three guards lay wounded, one fatally, but both gunmen had been stopped in their tracks and one was dead.

Their shocking attempt to assassinate President Truman was as misguided in conception as it was clumsy in execution. They were not practiced gunmen. One was a quiet handbag-polisher with a family in the Bronx; the other lived on relief in Manhattan. Members of Puerto Rico's tiny Nationalist party, which was staging an abortive revolt on the island and trying to assassinate Governor Muñoz (pp. 28, 29), they sought to dramatize the party's fight for immediate independence. But it was a clear case of trying to kill a benefactor. The U.S. has spent millions in Puerto Rico to wipe out the misdeeds of four centuries of Spanish and a few decades of American rule. It has been encouraging self-rule on the island, and last week Puerto Ricans, who already elect their own officials, were registering to vote next year on a constitution of their own. The acts of violence made no sense—except to Communists who thrive on disruption in the Caribbean and elsewhere. With the plots fortunately foiled the next step was to fix the Communists' cloudy part in them.



IN SAN JUAN a Puerto Rican cop and excited civilians shout to Nationalists outside governor's palace to drop their guns.



WOUNDED ASSASSIN Oscar Collazo, 37, lies at the foot of Blair House steps: a bullet in his chest. He approached from the right of entrance and was headed up the steps, blazing away with a German P 38

pistol, when a guard's shot sent him tumbling down. Searching the Puerto Rican Nationalist to make sure that he was not wired as a human bomb, Secret Service men found a pocketful of bullets for the pistol.



DEAD ASSASSIN Griselio Torresola, lies crumpled in a corner of a hedge outside Blair-Lee House (next door to Blair House). Approaching the Truman residence from the direction opposite Collazo's,



WOUNDED POLICEMAN Donald Birdzell (see previous page) lies in middle of Pennsylvania Avenue. He sprinted there to draw Collazo's fire from house and did, getting bullets in each knee. Beside him are other officers and Milton Groesbeck, 27, who was driving by, stopped his car beside Birdzell and got out to help.



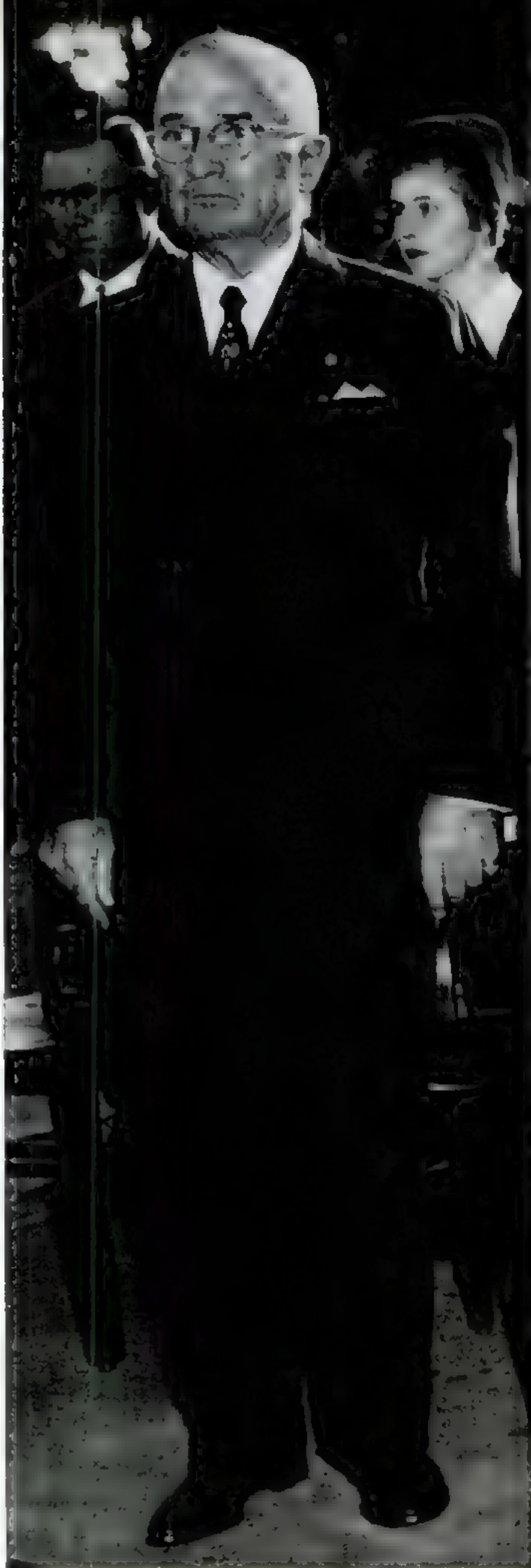
DYING POLICEMAN Pvt. Leshe Coffelt lies outside "doghouse," or sentry box, at Blair Lee House service entrance. Firing at Torresola, both Coffelt and Pvt. Joseph Downs were shot in the chest and stomach before bringing the assassin down. Coffelt died four hours later in a Washington hospital. Downs will recover.



Torresola was firing a Luger pistol when an officer's bullet went into his ear and through his head, killing him instantly. In his pocket were letters from Nationalist Leader Pedro Albizu Campos in San Juan, one voicing hope that "your mission may be a triumph." Secret Service Man Vincent Maraz is at left, hand on holster.



BLAIR HOUSE ENTRANCE is swabbed down. Even if assassins had gained the door, they would have met Secret Service men with submachine guns. Shots woke President Truman from a nap. In his underwear he went to the window of a front bedroom and an agent below yelled, "Get back! Get back!" He obeyed.



AT ARLINGTON CEMETERY to dedicate equestrian statue of Sir John Dill shortly after the assassination attempt, Mr. Truman was solemn but unruffled. Had assailants waited half an hour they might have had a target. The only thing to worry about, Mr. Truman told an aide, was bad luck—and he never had bad luck.



IN COURTYARD of governor's palace two rebel gunmen lie dead after attempt to assassinate Governor Muñoz. A companion was shot down as he reached palace entrance.



ON CORNER near palace Brig. General Luis Raul Esteves (left), commander of National Guard, takes cautious look at fight while soldiers take cover to fire on Nationalists.



IN LITTLE TOWN of Jayuya, insular troops poke way down a street burned out by Nationalists. Car was the mayor's. Town is near a ranch where rebels hatched their plot.

Puerto Rico CONTINUED



TORRESOLA'S WIDOW, Carmen, who lived with assassin in New York, is jailed by U.S. agents.



OTHER WIDOW, Delia, turned up in Jayuya, Puerto Rico, said she was his wife and mother of his baby.



COLLAZO'S WIFE, a defiant Nationalist, was arrested in New York on a federal charge of conspiracy.

BOLD, BRAINGLESS COUP FIZZLES IN PUERTO RICO



GOVERNOR MUÑOZ

The little Nationalist party of Puerto Rico started out as the deformed brain-child of 60-year-old Pedro Albizu Campos (opposite page). He in turn was the child of a rich Spanish sugar man of Ponce and his part-Negro mistress. Charming and glib, Albizu Campos was a graduate of both Harvard University (class of 1916) and the federal prison at Atlanta (1943). While in Atlanta, for conspiring to overthrow U.S. rule in Puerto Rico, he undoubtedly knew his fellow inmate, Earl Browder, then U.S. Communist boss. A hater of the *Americanos* ever since he was placed in a Negro regiment in World War I, Albizu Campos used no end of devices to

further his dream of independence. At various times he borrowed the idea of civil disobedience from Gandhi, the fashion of black shirts from the Fascists and the trappings of an armed force from the Irish Republican Army. He even set up the pretense of a republic, surrounding himself with ambassadors and cabinet ministers.

Last week his latest, and probably last, attempt at a coup broke out in half a dozen towns at once. While Nationalists burned post offices and shot at insular police, a sedan full of armed men drove up to the governor's palace at San Juan Fortaleza. When the shooting and their cries of "*Viva Puerto Rico libre!*" died away, four of them were dead. Later, prodded by the U.S. after the attempt on Mr. Truman's life, Governor Muñoz Marín ordered his National Guard and police to close in on Albizu Campos' headquarters. With about 600 followers in jail and 24 dead, Albizu's dangerous little revolt fizzled out, along with his violent dreams of glory.



ON BALCONY of his besieged party headquarters over a restaurant in San Juan, Albizu Campos and an aide (at his left) make last defiant appearance. The

streets below were blocked off by police as safety measure. That night, after rejecting demands that he surrender, Albizu was flushed out with tear gas.



HOW BAD ARE U.S. POLITICS?

FOR THE TIMES WE LIVE IN, PRETTY BAD. BUT YOU CAN DO MORE ABOUT IT THAN YOU REALIZE

Another election has passed—and this time, while mulling over what the results mean for the Democrats and the Republicans, perhaps we had better ask ourselves some even deeper questions. Are the rules and morals of American politics the best we can hope for? Or could we do better if we really tried?

To many people those questions may sound like a hopeless form of idealism. Most Americans take for granted that politics is at least a little crooked, and many Americans regard it with complete cynicism. Yet the country has always survived and it certainly has plenty of prosperity and industrial muscles today. True enough. But 1950 is not 1900 or even 1925, and we had better re-examine our politics in light of the changing times.

Once the U.S. Constitution had been written, and the country started on its free and lusty career, you can make a strong case that it really made little difference who was running the government—except during such crises as the Civil War and the period of social ferment which produced Teddy Roosevelt. Even as late as 1915 our federal government had a budget of only \$760 million a year, a mere 2% of the national income. It had no serious diplomatic commitments to speak of and maintained a military force of only 163,000. Americans were still fairly anarchistic people and they viewed Washington, the state capitols and the city halls with considerable distrust. A number of very excellent men were in U.S. politics for pure reasons of statesmanship. But the bulk of our politicians, and we might as well face it, chose the life because it looked like a soft touch. A good deal of our cynicism about politicians goes back to this simple and vanished era when politics was a kind of fringe profession.

You've got to live with him

There's no need to elaborate on how the federal, state and local governments have grown. Considering the present size and power of government, the politician is the most important man we have today—infinately more important than the storekeeper, the banker, the teacher or the pastor. On the domestic side he determines the value of our dollars and how many of them we will have left after taxes; he controls countless details of our daily lives. On the foreign side he determines our relations with the rest of the world and makes grave decisions on war and peace. To an almost frightening extent he can make us or break us.

But the quality of our politics has not kept pace with its increasing importance. Our politics as now conducted, and too many of our politicians as currently spawned, are just not good enough to see us through the atomic age. For a fine example of what we mean we

offer you the recent well-publicized election campaign in New York—where an old-fashioned political deal by the Republicans produced the totally inadequate Joe Hanley as their senatorial candidate, and where the Democrats pulled an outrageous trick that resulted in a special mayoralty election in New York City to help pile up votes for the bosses' hand-picked state candidates.

Too many of us were insufficiently shocked by what happened in New York; there was a tendency to shrug and say, "Well, that's politics for you." LIFE does not believe in setting today's standards by yesterday's mistakes. We believe that we must take our politics seriously, and do something about it, if we want to survive.

More pay equals better work

In one way, fortunately, we have begun to recognize the importance of the politician in our new era. The salaries of public officials in the federal government and the bigger states and cities have been made decently attractive. This is a step in the right direction—and we urge more and bigger steps. By paying for good men we have a much better chance of getting them.

If—and this is an awfully big if. We cannot get enough good men so long as we remain cynical about politicians. We will have to give the good ones our full faith and reward them with our respect as well as with salaries. Conversely, we will have to bounce the bad ones as fast as they put their heads in the door. If we will grant that a politician is as fine a man as the pastor—and in fact will insist on it, to the point of retiring the backsliders—we will do much better.

However—and this is an awfully big however. We cannot get enough good men if we persist in electing them on the basis of what we think they can do for us—us being the American Legion, or the labor unions, or the old-age pensioners, or the cotton growers, or the wheat growers, or the textile manufacturers, or the real estate lobby or the Association of American Housewives for Lower Meat Prices. In the recent election you know about the trouble Senator Taft, a Republican who must rank among the most honest, forthright and intelligent men who ever searched their inner souls before voting on a bill, had with an opponent who is an old-fashioned political baby-kisser—just because the Ohio labor leaders didn't like the way Taft's well-thought-out opinions affected them. On the Democratic side, another exceptional candidate, who must go nameless here, had to wear himself out fighting against a demagogue who cuddled up to the old-age pensioners, particularly numerous in that state. A few weeks before election this candidate told us, "I don't have any idea what to do. I know

damn well that our nation can't afford a bigger old-age pension right now, no matter how much we might like it. My opponent doesn't care. He wants their votes and he doesn't mind promising them the moon."

This business of demanding that the government be run for our personal benefit is fairly new. Of course we've had the big-business tariff advocates and the farm bloc for a long time, and the veterans of every war since the Revolution have tried to put a terrific cash value on patriotism. But it was not until the '30s that we all began to rush to Washington for whatever we wanted—whether it happened to be pensions, raises, a high price for what we sold or a low price for what we bought.

We can elect good men to office—men who know better than to try to deliver the moon—or we can elect the demagogues who promise us not only the moon but the cosmos. Either a politician is a statesman or he isn't. His statesmanship in a difficult age like this is probably in inverse ratio to his willingness to give things away to all comers.

As long as we can be bought off there will always be slick fellows to buy us. As soon as we refuse to be bought we will almost surely find the men of vision who can really help us. These men will have their arguments, of course—but it is the differences of opinion among good men that make high-level politics such a great art.

Just look at those muscles!

The question now becomes: who is "we"? Well, not the untutored and sheeplike voter in the feudal districts where the boss can vote 'em like a machine. There will always be a certain number of voters who blindly follow the boss, or who cast a straight ballot for the party father liked. The "we" is the nation's vast number of independent voters, the people who try hard to use their ballots for the good of the country. "Independent" is not quite the correct adjective, of course, because the more the voter thinks for himself the more likely he is to favor the guiding principles of one party or the other. But we have talked about the independent voter for years; we all know what it means, and we may as well continue to use the phrase. The independent voter hasn't been cutting much ice recently, but that could probably be changed. His numbers must have been growing by leaps and bounds as we have become a more mature, better educated and more thoughtful nation. If he just threw aside his fatalism about politics, he might suddenly find that he—rather than the member of some pressure group—holds the balance of power. Could be that the only thing wrong with the independent voter is that he doesn't know his own strength.



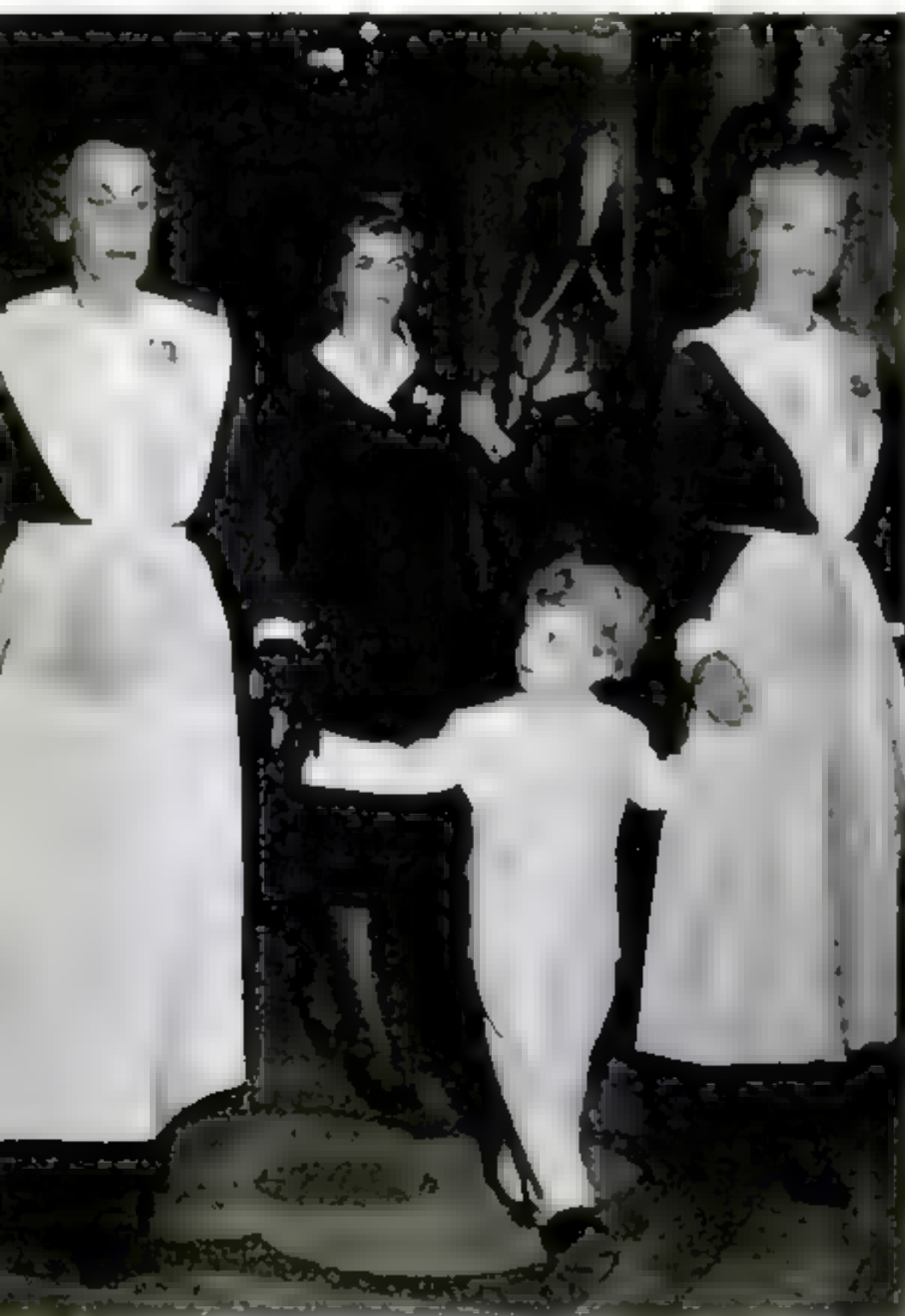
A NEW KING COMFORTS A NEW CROWN PRINCE

In Stockholm last week a blond little boy put on a white suit, had his wavy hair neatly combed and was led along a corridor toward a balcony. It was too bewildering even for a new crown prince, and Sweden's 4-year-old Carl Gustaf began to cry. The picture above shows what

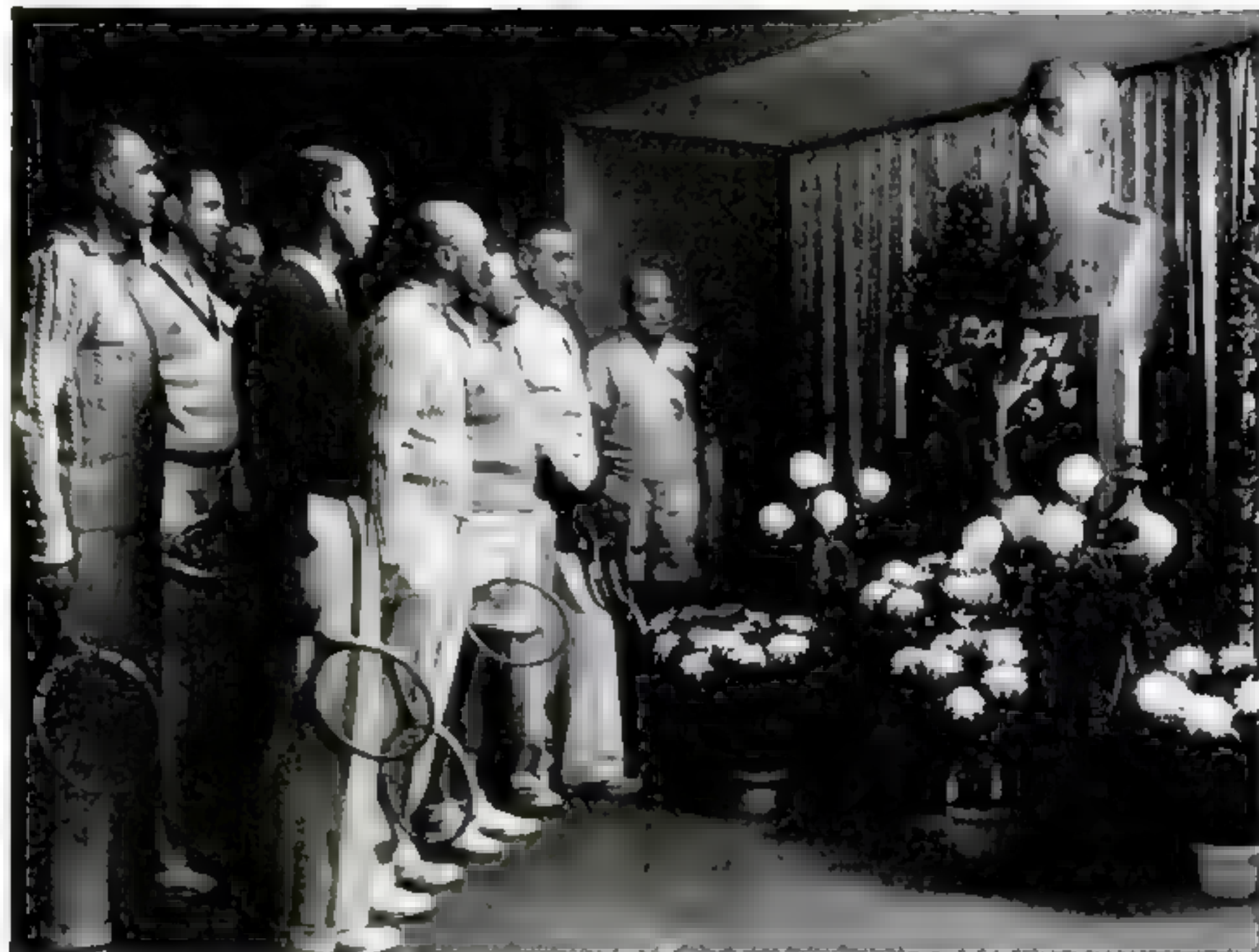
followed: with kingly understanding, Sweden's new monarch, Gustaf VI, bent down, picked up his grandson and dried his tears. Then, with others of their family, King and Crown Prince marched on to be acclaimed as inheritors of the late 92-year-old Gustaf V's crown (*next page*).



HIS TEARS DRIED and his eyes wile with curiosity, the little Crown Prince is carried to the balcony of the royal palace by his grandfather, the new King.



LATER, on way to service for Gustaf V, Carl Gustaf walks with grandmother, Queen Louise, and mother, Princess Louise. In rear is his sister Margaretha.



MEMBERS OF ROYAL TENNIS CLUB GAZE AT A FLOWER DRAPED LIKENESS OF THEIR FELLOW PLAYER

SWEDES MOURN DEATH OF "MR. G"

The tennis-playing monarch is succeeded by his 67-year-old son

The mourning for Gustaf V, the beloved old king of Sweden, was simple and impressive. The embalmed body of the late tennis-playing ruler, who liked to use the incognito "Mr. G," lay in a velvet-draped coffin in Drottningholm Palace, then was carried to Stockholm past a seven-mile line of people carrying torches and candles. Gustaf had reigned 43 years, longer than any other Swedish king. He had helped make his country a model of enlightened government and brought it peacefully through two

world wars. In his son Gustaf VI, Swedes hoped to see the human, democratic rule of Mr. G continued. Tall, athletic and friendly, like his father, Gustaf insisted that the ceremonies installing him as king be brief and unostentatious. In his first public appearance as Sweden's reigning monarch the people cheered him lustily. They cheered more sentimentally for the young Crown Prince, the new King's grandson, who is now the heir apparent because of his father's death three years ago in an air crash.



MOURNING MANNEQUINS in a Stockholm department-store window display proper apparel to be worn during Sweden's official mourning period.



MOURNING CANDLES burned in many show windows as a spontaneous expression of the nation's sorrow at the passing of the popular king.



THE KING LIES IN STATE in the royal palace chapel at Stockholm, his coffin draped in the Royal Mantle of purple velvet and ermine, adorned with the three crowns of the Goths, the Swedes and the Wends. Directly behind is the ban-

ner of the Seraphim, Sweden's highest order. Court officials stand at attention on either side of the candlelit chapel. In foreground is a member of the King's guard, in traditional, medieval uniform. The lying-in-state ceremony began November 3.

THE MUSTANGS WERE RELAXED



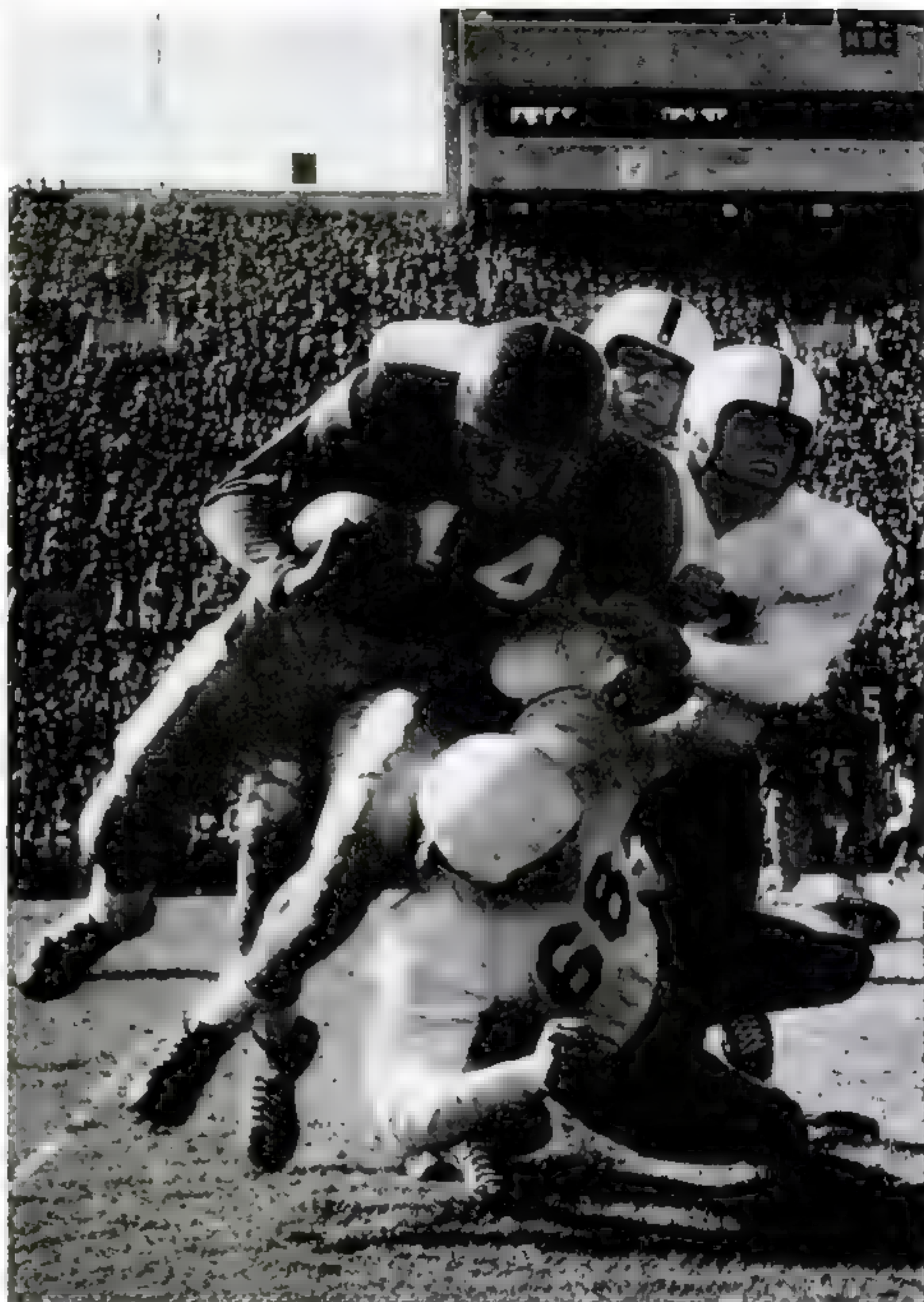
INDOOR PUTTING occupied Southern Methodist's All-America candidate Kyle Rote (see cover) in evenings preceding game day. He shoots in high 70's.



OUTDOOR CHEERING by enthusiastic S.M.U. co-eds on morning of game reflected agreement with national polls which made team No. 1 in the U.S.



A BRASH BOAST by S.M.U. fraternity is ignored by Rote as he crosses campus after day's classes. A good student, he has "B" average in all studies.



THREE HARD-DRIVING TEXAS LINEMEN SMEAR KYLE ROTE FOR A LOSS IN FIRST QUARTER OF GAME

A DOSE OF PSYCHOLOGY

In Texas football anything can happen and it does as Longhorns

This has been a great season for the football underdog. The public has reacted according to form, gratefully noting that Notre Dame was losing one now and then and gloating over the other upsets that were a dime a dozen from the Ivy League to the Pacific Coast. But in Texas, where wild-and-woolly football is the rule rather than the exception, things were super-normal. Coach Blair Cherry of the University of Texas was none too secure in his job unless he beat an old and hated rival, Southern Methodist University of Dallas. Although Texas had a powerful, well-drilled team which had lost to another top team, Oklahoma, by only one point, it

seemed a forlorn hope. S.M.U. was unbeaten, the conqueror of Ohio State and No. 1 in the nation. Blair Cherry fell back on the traditional weapon of the underdog—psychology.

All week long he plastered the dressing room with rave notices about S.M.U., its potential All-America Back, Kyle Rote. His boys read them and reacted according to his plan; they grew angry and determined. It was the proper underdog spirit. The night before the game, hundreds of red candles burned on the Texas campus. It had worked against Texas A. & M. in 1941. Nobody knew why. It just did. As a parson offered a prayer over the public address



TWO TEXAS UNIVERSITY STUDENTS CELEBRATE LOSS BY ROTE, ALTHOUGH IT WAS ONLY TWO YARDS

BEATS TOP U.S. TEAM

hit hard and ignore Southern Methodist's collection of clippings

system that no bodily harm would befall a player, the Longhorns glowered. They hit S.M.U. with everything but the bunk-house stove.

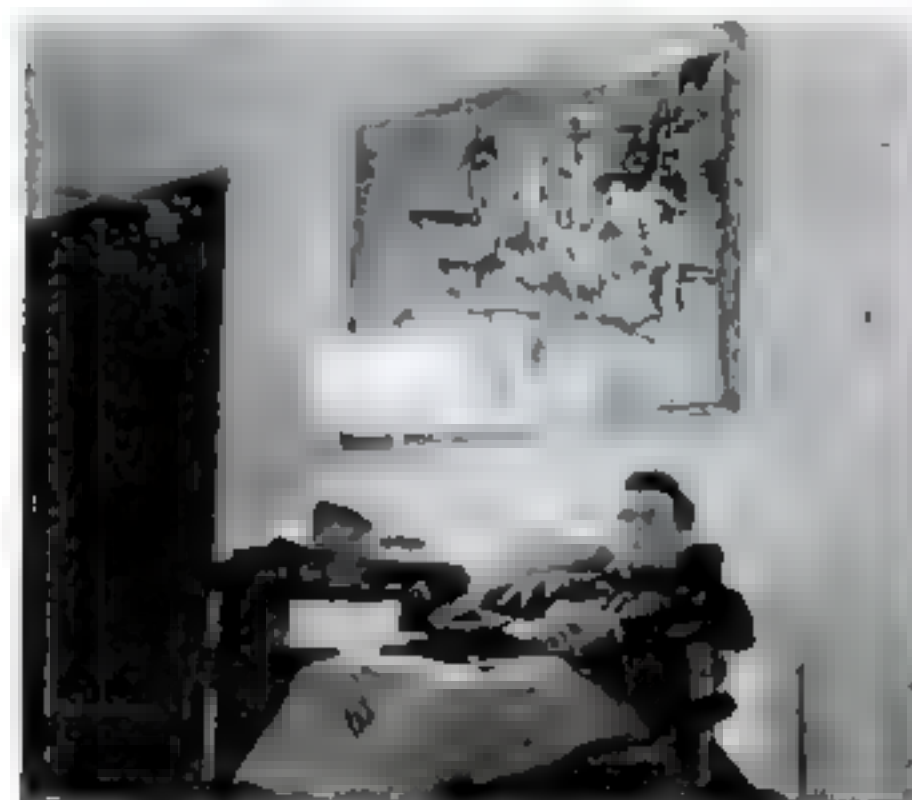
They smacked Kyle Rote so hard so early that he was taken out of his powerhouse tail-back slot and used as a pass receiver. S.M.U. rushed in its passing specialist, Fred Benners, midway in the first quarter and did not call a half-dozen running plays the rest of the game. Texas had its instructions on how to handle Benners: "Rush him." The fact that Benners was able to complete even one pass—and he completed 19—is a tribute to his coolness and accuracy under great pressure. He worked from

typical razzle-dazzle spreads (S.M.U. does not use the T-formation) with three backs stationed in a group 20 yards or more out on the flank. He passed at mid-field and from behind his own goal line. But Texas scored first, and each time S.M.U. tied it up Texas would score again. Texas's big fullback, Byron Townsend, was devastating through center. Its big line was brutal. The third time the two teams traded touchdowns, S.M.U. failed to kick the point. That settled it. In THE game of the 1950 season, Texas finally won, 23-20, and made a hero of Coach Cherry who was carried off the field after the game on the shoulders of his players.

TEXAS STEERS WERE PRIMED



PLUGS FOR S.M.U. in press were posted in the Texas clubhouse. In this picture Linemen Jim Lansford (left) and Bud McFadin balefully inspect them.



BEATING BY S.M.U. in 1949 is shown in picture hanging heavily over Quarterback Tompkins even when he dozes in the team dormitory, Hill Hall.



ROTE IS HANGED in effigy at the Texas rally night before the big game, with grim-faced Longhorn team members as spectators in the front row.



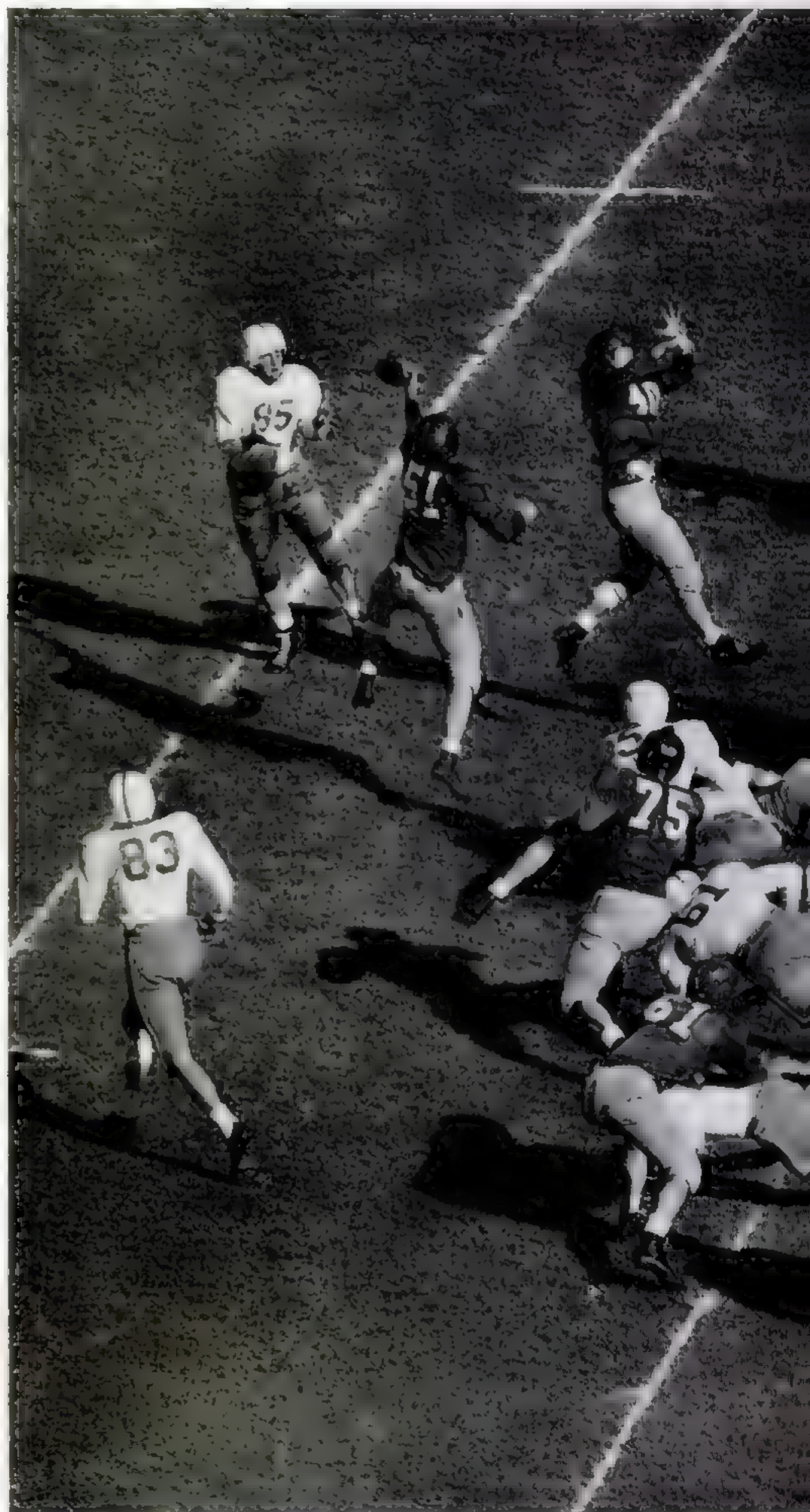
CANDLE IS BURNED in window as Texas players are taped for game. Old Chinese candle "charm" is credited with breaking Texas A. & M. jinx in 1941.



PEP GROUPS, Cowboys and Silver Spurs, pray before game, form line for the Texas team (below).

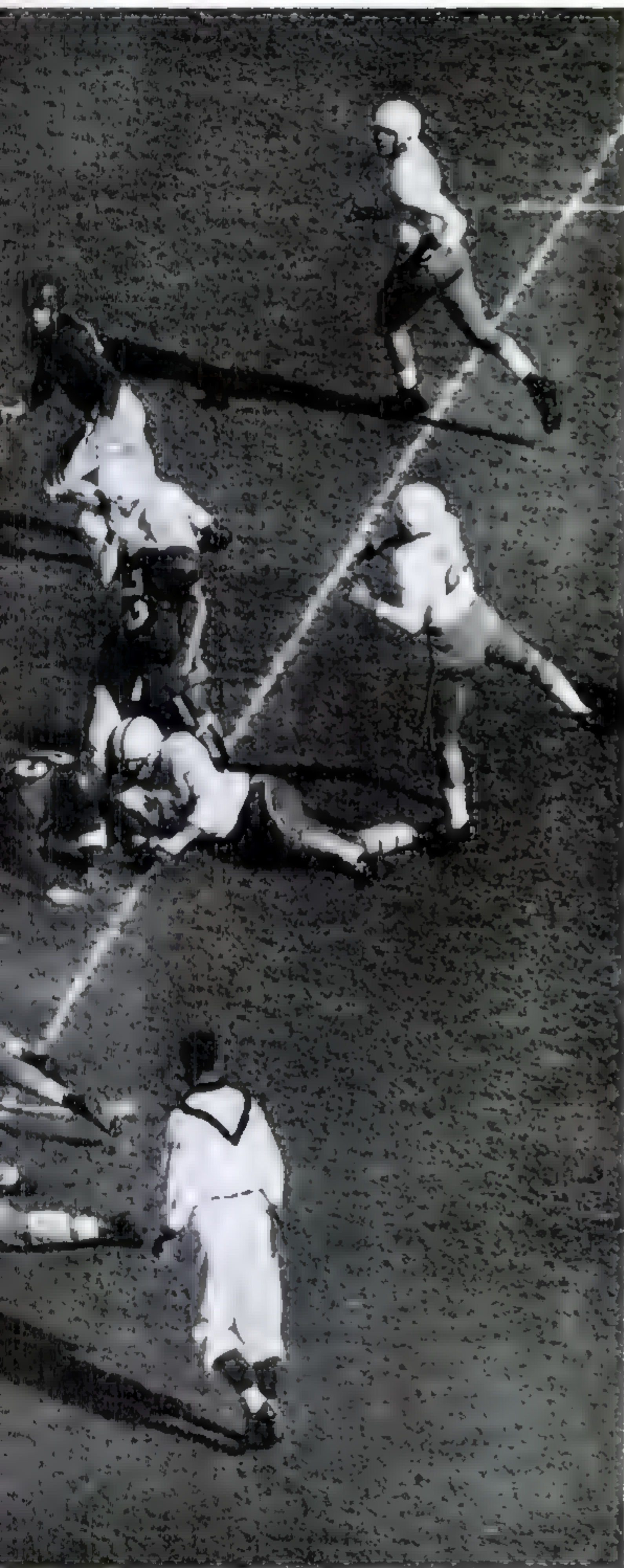


S.M.U. CHEERLEADER took cue from Mustang passing attack, spent most of his time in the air.



ATTACKING BY AIR, Texas' Ben Tompkins (23) rifles a jump pass to End Tom Stolhandske (85)

through the reaching arms of S.M.U.'s Center Dick Hightower (51) and Halfback I. D. Russell (40).



This was a key play leading to a second touchdown by Texas, which displayed a strong running attack, as expected, but surprisingly also excelled in passing.



POWERFUL RUNNING provided the first Texas score as Fullback Townsend (30), plowed through left tackle from the S.M.U. five yard line in first quarter.



BRILLIANT PASSING by S.M.U.'s Fred Benners (47) kept Mustangs in the game after Texas line stopped Rote on ground. Benners tried 39 passes, completed 19.



HEADLONG TUMBLE over a Texas defender halts Musslewhite a moment after he hauled in one of Benners' passes. This play was good for 16 yards.



TOUCHDOWN CATCH is made in end zone by Texas End Proctor for third and deciding score as S.M.U.'s Roberts (43) and Forester (38) look on helplessly.



A FINAL BONER gave Texas a two-point safety when coach's son, "Rusty" Russell (21), was tackled behind own goal after taking flat pass from Rote (44).



GETTING GOOD BLOCKING, VIC JANOWICZ DRIVES THROUGH LINE FOR FIVE YARDS IN OHIO STATE'S 32-0 VICTORY OVER NORTHWESTERN ON NOV. 4

JANOWICZ PUTS OHIO STATE IN CONTENTION FOR THE NO. 1 POSITION

With S.M.U. off the throne, a number of heirs were scrambling for the No. 1 position. Army and Oklahoma still refused to be beaten and Ohio State was making the scoreboard rattle. Against Iowa, the Buckeyes did better than Yost's old-time point-a-minute wonders at Mich-

igan by rolling up an 83-21 score. The man who spearheads Ohio's offense and is the despair of other coaches is chunky, 185-pound Vic Janowicz shown in the picture above. A junior who played nothing but defense last season, Janowicz caught fire this year. Only S.M.U.

managed to beat him this year, and it had to outscore rather than stop him. Janowicz runs, punts, passes and kicks the extra points. Unless somebody figures a way of stopping him, Ohio State is a sure bet to be Big Ten champ and Janowicz naturally is a sure-fire All-America.



"For the children's lunch I usually have sandwiches with good big bowls of Campbell's Tomato Soup. They love its lively flavor and color."



"School lunches are so important! Children need something hot and nourishing at mid-day. For that, Campbell's Tomato Soup is ideal."



"When company comes, there's no nicer way to welcome them to the dinner table. It's appetizing—and it helps dress up the meal."



"I watch my weight—most women do. For my own lunch I generally have a salad and a cup of tomato soup. It's go good—and all I need."



"I pour it over hamburgers, fish, leftovers—heated just as it comes from the can. It's a wonderful snapper-upper!"



"On washdays, I make a fine lunch in a jiffy with sandwiches and some good, hot tomato soup. It's satisfying—and fortifying!"



"I cook with Campbell's Tomato Soup! It makes the finest tomato sauce I ever tasted. I got some of my most delicious recipes by writing Campbell Soup Co., Camden, N. J., for their free cook book. Why don't you?"

"The Handiest Thing on my Kitchen Shelf!"



"Talk about being versatile! Seems like whatever comes up—meal-planning, cooking, or mealtime emergency—Campbell's Tomato Soup fills the bill. It has a smooth, delicious flavor that everyone likes, and it always makes a hit. I just couldn't keep house without it!"

Campbell's TOMATO SOUP



"In spaghetti sauce, it's ideal! As a base for a smooth, full-bodied sauce, I use Campbell's Tomato Soup, just as it comes from the can!"



"After the game, when Junior brings his friends in, all cold and hungry, I make a hit with bowls of piping-hot tomato soup, all around."



"My husband comes home for lunch. He likes a meat or cheese sandwich with a bowl of hot soup—and his favorite soup is tomato."



"When someone has been sick, there is nothing like a nice cup of tomato soup to tempt lagging appetites. It's light and easily digested."



"I make a grand cream of tomato by preparing Campbell's Tomato Soup with milk instead of water. It's delicious—and extra-nourishing!"



"I even make a cake out of Tomato Soup! Our favorite cake, too! So easy—and so good! You'll find the recipe in the Campbell Cook Book."



"I mix it with other soups. For example, half Tomato and half Green Pea, with like amounts of water and milk, make a grand Purée Mongole."

Nothing
like it

on the
road



New 1951

MERCURY

"Now that's what I call
a real rear window!"

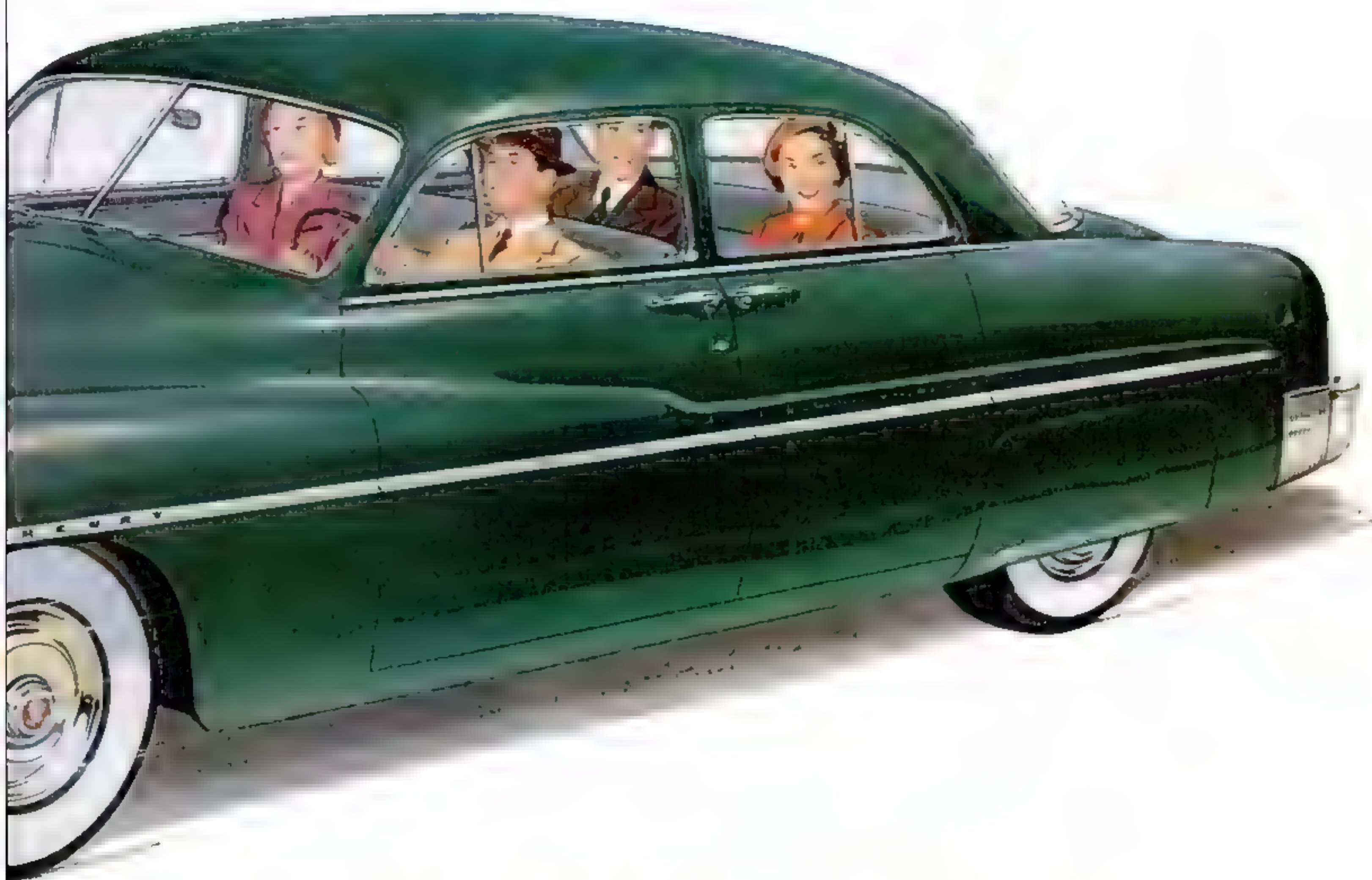
"Wow! What a beauty!"

"They say it
gives you the
drive of
your life!"

"Full-family sized
if I ever saw one!"



"If I could be a car
I'd be a **MERCURY!**"

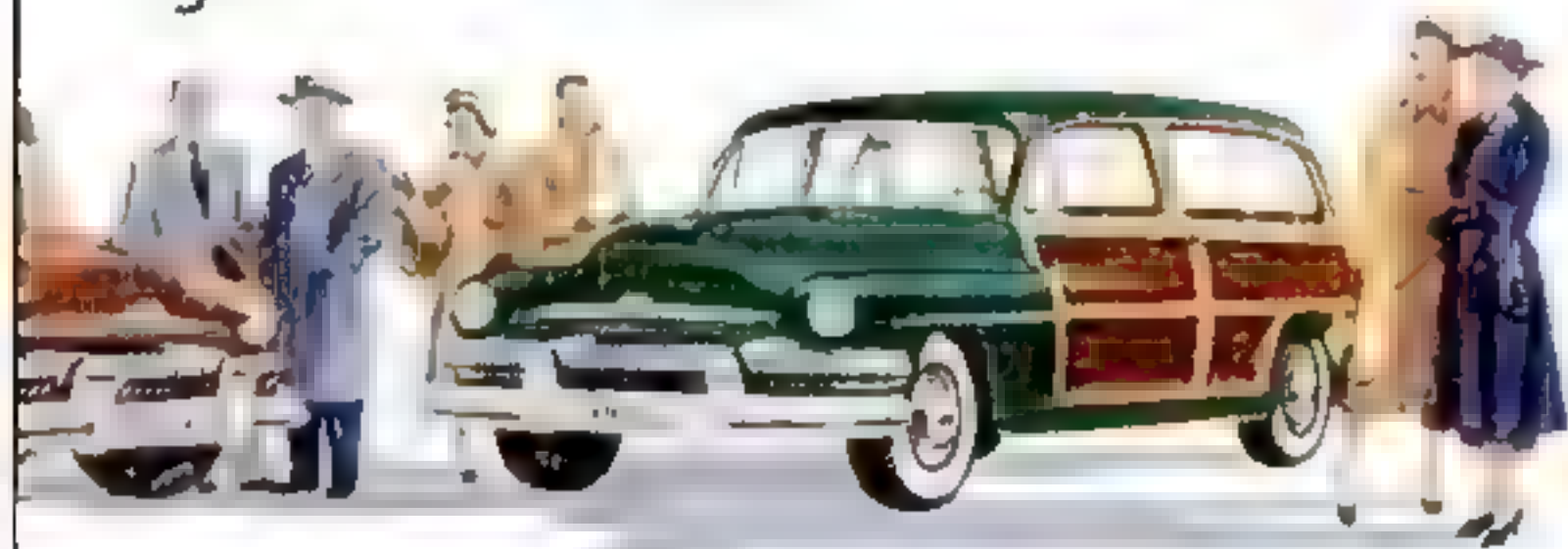


with **MERC-O-MATIC** Drive!

"Pop, can I borrow it Saturday night?"

"Did you ever see anything so smart?"

"The new **MERCURY** is certainly the car for me!"



"3-WAY CHOICE! With Mercury for 1951 you have a triple choice for "the drive of your life"—new Merc-O-Matic Drive and thrifty Touch-O-Matic Overdrive are optional at extra cost, and in addition there's the silent-ease synchronized standard transmission.

THE word is spreading fast—about the 1951 Mercury and its great new performance, its sweeping new lines, its dramatic new interiors. There's just nothing like it on the road today!

Dozens of wonderful new features for a wonderful new car! New styling and gleaming new trim give it an even smarter, even longer look than before—yet it's as easy to garage and park as ever. And inside . . . lustrous new fabrics . . . beautiful new easy-to-clean carpeting . . . a new look of luxury to Mercury.

New comfort, too. A simplified ventilating system circulates fresh air even when a rainstorm keeps the windows up. And—for extra safety—there's a new rear window with over 1000 square inches of unobstructed "see-ability."

New look, new comfort, new safety . . . all this and a new drive, too. Developed by Ford Motor Company in cooperation with Borg-Warner, this new automatic

transmission does all the work while you sit back and relax. Merc-O-Matic Drive* is smoother, simpler, thrifter, and more efficient. No jerking, mushiness, slipping or stalling . . . just velvet-smooth power that responds automatically to your every wish.

Naturally, there's no clutch or gear shift. Only a simple drive selector and dial, with forward speeds on one side, reverse on the other. No need to go through "Drive" to get to Reverse. It's the one automatic drive that has everything. You can even rock your car out of mud or snow!

Most important feature of all is the one you never see but always count on in Mercury. It's Mercury's built-in quality—the kind that protects your investment over the years.

Why not hurry on down to your Mercury dealer's and get the whole story firsthand. **MERCURY DIVISION • FORD MOTOR COMPANY**

Swellest

Lima Beans

in the world!



Product of General Foods

RECIPE:

Try **LIMA BEANS MEXICANO** Be sure you use Birds Eye **FORDHOOKS!**

1 box Birds Eye Fordhook Lima Beans	2 tablespoons chopped green pepper
1 clove of garlic, crushed	3 tablespoons butter
1 chicken bouillon cube	1½ cups canned tomatoes
	Dash of pepper
	Dash of cayenne

Cook the big, buttery Birds Eye Fordhook Lima Beans as directed on package; drain . . . Sauté green pepper and garlic in butter until pepper is tender, but not brown. Remove garlic. Add tomatoes, bouillon

cube, and seasonings. Simmer 10 minutes. Then add the *farm-fresh* cooked Lima beans and simmer 5 minutes longer. Makes 4 or 5 servings of glorious Birds Eye Lima-bean eating!

Everywhere women agree with the Birds Eye Kids:

Other Limas take a back seat—way back—when compared with Birds Eye Fordhooks!

These big, buttery, delicate-skinned Fordhooks have such fresh, brilliant flavor, such luscious, country-wonderful insides!

You see, Birds Eye raises 'em from super seed, guards every step of their growth and quick-freezing so jealously they can't help but be *top of the tops!*



Copyright 1950, General Foods Corp.

BETTER BUY BIRDS EYE—you just can't beat Birds Eye for Quality!



FRIGHTENED CHINESE PRISONER LI TSU (LOWER RIGHT) IS QUESTIONED BY U.S. CAPTAIN ROSENGREN (LEFT) AND KOREAN INTERPRETER HWAN YONG CHUNG

CHINESE COMMUNISTS ENTER KOREAN WAR

Some of their troops surrender, but their successes in battle pose a grave new threat to the U.N.

By the end of October, the Korean war seemed virtually over. Six ROK and four U.S. divisions were racing for the Yalu River which separates Korea from Red China. Everyone from Tokyo to Washington was convinced that the 275,000 Chinese troops across the river would stay out of the war. But they did not.

The first concrete evidence that Red China was going to fight came with the capture and interrogation (above) of prisoners from Chinese

units. But most U.S. soldiers still hoped they would be home for Christmas. Then last week re-equipped North Koreans plus three to five Chinese divisions smashed ROK lines near the west coast. A regiment of the U.S. First Cavalry Division rushed up, was surrounded and cut to pieces with 500 men and 13 tanks lost to the Reds. It was the worst U.S. defeat since the grim, almost forgotten days of last July.

Red China entered the war apparently to

protect the Yalu River power dams that supply Manchurian electricity. How long and in what strength would she stay in Korea? As the U.N. tried to guess the answer to this grave question, the Communist press of China fired ominous barrages of propaganda, claiming that China's people "demanded" this intervention to aid North Korea—a sign not that the people really wanted intervention but that the Red government was trying to build up support for it.

yours to have
and to hold...always



Marvella with the new, exclusive
SIMULATED PEARLS
Marvelock

Now...Marvella creates a new standard
of "easy action" clasp perfection.

Wonderful Marvelock holds so magically, that no
jars or tugs can ever release it, to let your lustrous
Marvella pearls fall, or be lost.

Yet, by simply holding the two parts
of this amazing new clasp,
you can open and close Marvelock more easily
than any clasp you've ever seen.

1 strand—\$5.00, 2 strand—\$7.50, 3 strand—\$10.00...plus Fed. tax.

Identify THE LOVELIEST
PEARLS MADE BY MAN
by the name MARVELLA on the clasp.
at all fine stores



383 Fifth Avenue, N. Y. C.

©1954 M. OF NEWARK CLASP (INTERLOCK PATENT)

Chinese Communists CONTINUED



THE MORNING AFTER interrogation Private Li frowns as he is taken for a walk by Korean MPs.

PRIVATE LI TELLS HIS STORY

As one of the first Chinese Reds captured in North Korea, Private Li Tsu was eagerly interrogated by U.S. and South Korean army intelligence officers. LIFE Correspondent Hugh Moffett cabled Li's story:

We first saw Private Li at Onjong, 50 miles from the Manchurian border. As guards led him into the G-2 office, ROK Captain Kim Yong Sun ordered him to sit down by a table in a bare-walled room. One weak electric light dangled from the ceiling, its brown paper shield open at the bottom; from time to time Captain Kim held its beam directly on the captive, who sat holding a cigaret in his trembling left hand, almost afraid to take a puff. The ROK's U.S. adviser, Captain Warren J. Rosengren, joined the interrogation.

For 34 years Li Tsu had lived a peasant's life in Hopeh province. Then in April this year the Red army sent agents to conscript him and he became Private Li, messenger, ammunition carrier and laborer. In mid-October he found himself in Antung, on China's side of the Manchuria-Korea border, being briefed for duty in Korea. Less than two weeks later he was captured by troops of the South Korean army.

His outfit of about 1,000 Chinese troops was told only that it was going to Korea. The briefing officer "said we must fight against the South Korean army to guard our land and nation." They had no tanks, only three pieces of artillery. To describe these he measured off about 14 inches with his hands, and his interrogators decided he meant mortars. There was no mention of Americans at the briefing in Antung.

Li had traveled by boat to Sinanju on the west coast, then marched northeastward, moving by night. He counted the days one by one on his slender, nervous fingers—a week of these night marches, ending abruptly in capture the first time he met South Korean troops.

Why Private Li surrendered so quickly was something of a puzzle inasmuch as he had been told that he would be killed if ever captured and therefore must fight to the last. And he looked like a man who didn't expect to see daylight. But by the next morning (above) he was more confident. He had begun to realize that he might live after all.



OTHER PRISONERS stand glumly at attention after surrendering. Their fur caps and quilted uniforms are winter garb in North China and Manchuria.



1. Esquire Ed from England said: "I hope it isn't wrong . . .
My home's a haunted castle, and the ghost has come along.
He *knew* I'd stay at Statler so he trailed me 'cross the sea."
"We'll treat you *both* like guests," we cried. A ghostly voice said "H'heel!"



2. Their Statler room delighted both, and so did Statler's bed.
"Eight hundred thirty seven springs are jolly soft," said Ed.
"But Statler's sheets so crisp and white make *you* look rather gray."
"I'm on vacation," said the ghost, "shut up and hit the hay!"



3. "I want a bath like this at home," cried Ed. "It's simply ripping!
The water's hot so you can soak, and when you climb out dripping,
There're loads of snowy towels to dry—of soap there is no lack."
"You talk too much," remarked the ghost. "Get busy, scrub my back!"



4. "I say," said Ed, "at cooking food these Statler chefs are topping.
Each tasty dish was so dished good I fear my waistline's popping.
I've never eaten better food." The smiling ghost said: "Yup . . .
And spirits know that Statler meals will keep your spirits up!"



5. "No wonder Statler is," said Ed, "the travelers' favorite haunt;
To business districts, shows or shops it's just a moment's jaunt.
The station, too, is close at hand. In fact it's such a joy
That I am coming back quite soon." The ghost just said: "OH BOY!"



STATLER HOTELS: NEW YORK (FORMERLY HOTEL PENNSYLVANIA)
BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON
STATLER OPERATED: HOTEL WILLIAM PENN • PITTSBURGH

PEPSODENT

does *far more* than
reduce tooth decay



Even a Single Brushing
with Pepsodent not
only reduces decay
the sure way, but
**GETS YOUR TEETH
FAR BRIGHTER**
than any other
leading tooth paste

Yes, PEPSODENT's exclusive *brighter-polishing agent*—effective yet so gentle—gets your teeth *brighter*... makes your smile more beautiful. And authoritative scientific tests prove conclusively that even a *single brushing* with PEPSODENT removes acid-film that causes decay. Only PEPSODENT has this *film-removing formula*!



®Irium is Pepsodent's Registered Trade-Mark for Purified Alkali Sulfate.

**For that Pepsodent Smile—
Use Pepsodent every day
—see your dentist twice a year.**



LIE'S CHAIR IS EMPTY AS VISHINSKY SPEAKS AGAINST HIS NOMINATION

TRYGVE LIE KEEPS HIS JOB

Russia fails to oust U.N. secretary-general

As the Chinese Communists attacked U.N. forces in Korea, Russia's Andrei Vishinsky hit the U.N. from another direction. Secretary-General Trygve Lie had completed his five-year term of office. Though he had once proposed admitting Red China to the U.N., Lie had also been quick to organize U.N. action against North Korea. For this the Soviet Union attempted to punish him by vetoing his reappointment. The U.S., determined that Lie should not suffer for his courage, served notice it would veto the election of any other man but Lie. Then, to prevent Russia from vetoing Lie, the U.S. moved the entire business from the Security Council to the General Assembly, where the veto does not apply. Furious over these tactics, Vishinsky made a long speech, full of heavy-handed sarcasm which likened the U.S. to "a capricious maiden who . . . got up on the wrong side of the bed." The delegates were not amused. By a vote of 46 to 5 the assembly extended Lie's term and the secretary-general, who had tactfully gone home during the debate, came smilingly back to work. Vishinsky promptly announced that as long as Lie kept the job the Russians would have nothing to do with him.



LIE RESUMES HIS PLACE (left) on platform with General Assembly President Entezam of Iran and Andrew Cordier, who is Lie's top assistant in U.N.

Be Happy - Go Lucky!

Thanksgiving is a doleful day
For turkeys and the like —
But you will have a happy time
If you smoke Lucky Strike!

Enjoy your cigarette! Enjoy truly fine tobacco
that combines both perfect mildness and rich
taste in one great cigarette — Lucky Strike!

Perfect mildness? You bet. Scientific tests, confirmed by
three independent consulting laboratories, prove that
Lucky Strike is milder than any other principal brand.
Rich taste? Yes, the full, rich taste of truly fine tobacco.

Only fine tobacco gives you both real mildness and
rich taste. And Lucky Strike means fine tobacco. So en-
joy the happy blending that combines perfect mildness
with a rich, true tobacco taste. Be Happy—Go Lucky!

L.S./M.F.T.-Lucky Strike
Means Fine Tobacco

To pick the mildest cigarette
You don't need sleight of hand.
Taste Luckies' magic mildness, then
They'll be your favorite brand!

I gaze into my crystal ball
And what I see I like.
He's not so dark or handsome, but —
He's smoking Lucky Strike!

COPR., THE AMERICAN TOBACCO COMPANY

**Better
1 Week**

EARLY.



WINTERPROOF

Change to

Mobiloil Arctic

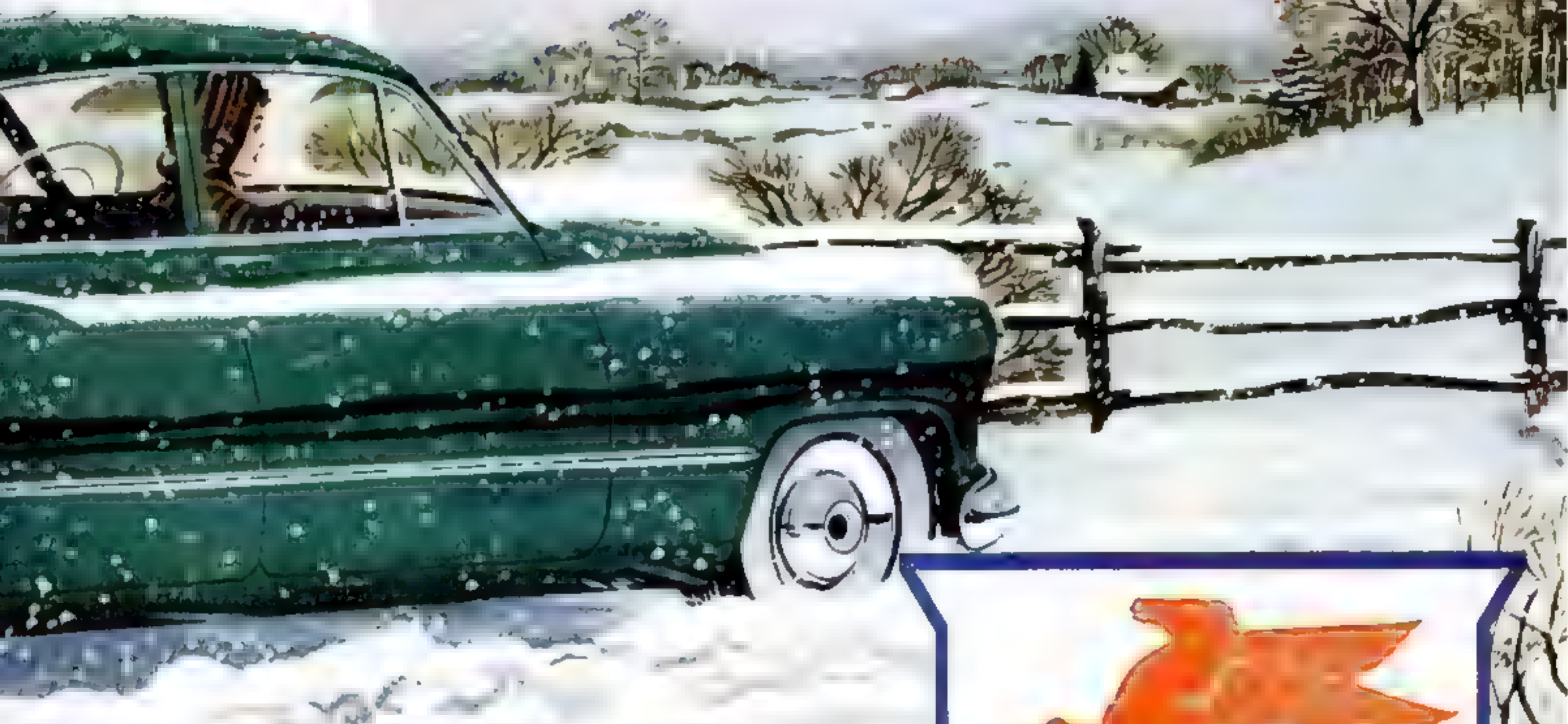
Protect Engine, Radiator, Gears, Chassis...



Drain used summer oil -
refill with Mobiloil Arctic for
uninterrupted triple-action
easy winter starting, maximum
protection, peak economy!

than 1
Day

LATE!



NOW At Your
Mobilgas Dealer's



Mobilgas

SOCONY-VACUUM



Prevent freeze-ups with Mobil Permazone! Lasts all winter. Guards against rust, corrosion. ... is non-evaporating odorless harmless to hose and gaskets.



Guard chassis friction points from wear with long-lasting Mobilubrication. Protect gears with Mobilube Winter Gear Oils—makes shifting easy!



Check your battery—recharge or replace if necessary with a guaranteed Mobil Battery. Winter Mobil-Care also safety checks tires, radiator—all accessories!



Fill up with
Mobilgas Special—
America's favorite—
Flying Horsepower!

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION

Presenting

OUR NEW DECANTER BOTTLE

Inspired by Famous
CURRIER & IVES
Prints

Add to the charm of your hospitality.

Get this beautiful Decanter,
full of good Kentucky Tavern.

Same Price
as Regular
Bottle

To complete your set, com-
panion glasses made by
Libbey are on sale at leading
stores everywhere.



Kentucky Straight Bourbon Whiskey—
100 Proof. Distilled and Bottled-in-Bond
Under Supervision of the U.S. Government

© Glenmore Distilleries Company, Louisville, Kentucky

KENTUCKY TAVERN

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE



TURKEY At a laborer's home near Ankara, Hoffman (right) sits Turkish-style with C. Tyler Wood (left), U.S. deputy ECA representative in Europe, and Orren R. McJunkins, deputy chief of the ECA mission in Turkey.

During his day in Turkey, which has been granted \$104 million by ECA, Hoffman drove a U.S. tractor, dined on rich Turkish food topped the following morning by a lavishly iced chocolate cake which his host's chef served him for breakfast.

HOFFMAN'S FAREWELL TOUR

The retiring chief of ECA finds both hospitality and impressive recovery in Marshall Plan nations

In his two and a half years as ECA administrator, Paul G. Hoffman spent more than \$10 billion to help build up the friendly nations of Europe. Early this autumn he resigned and on Sept. 30, his last day in office, he whisked off on a 20-day flying tour of Europe to see what the Marshall Plan and the efforts of the Europeans had accomplished. It was an impressive achievement. Out of the devastation there had arisen new factories and shipyards, power plants, housing units and flourishing farmlands. Agricultural production had climbed to prewar levels, while industrial output—despite the havoc of war—stood 23% higher than in 1938. The inroads of Communism had been checked and its influence weakened.

In Berlin, Hoffman made a speech at the city's first postwar Industrial Fair and offered a bold hope for the future: "I see in this exhibition the symbol of the economic renaissance of Germany." In Norway and Sweden he called on the royal families and took the salutes of the royal guards. Visiting 11 nations in all, he hustled through factories, press conferences and a grateful show of European hospitality. To both workingmen and bosses Hoffman pressed his forceful argument that only with more and more integration of national resources and markets can Western Europe have the double security of "bread and guns." And more, "Europe can increase her gross national production by \$100 billion during the next 10 years," which would lift its standard of living to the level the U.S. enjoys today.



GREECE Hoffman shakes hand of an Athenian after receiving an album illustrating Greek recovery under its \$375 million grant from ECA. Woman and bowing escort are dressed for occasion in national costumes.



GERMANY At fair in Berlin, Hoffman listens as a German worker talks earnestly. In West Germany, which has received close to \$1 billion from

ECA, Hoffman observed there was "light and life." In East Berlin, which he visited unofficially, he saw desolation and "a few passers-by who seemed to have nothing to do. . . ."



BELGIUM Hoffman makes a point to Joseph Pholien, Belgium's prime minister. At the left is Milton Katz, U.S. special representative in Europe.



SWEDEN At reception in Town Hall in Stockholm, Hoffman chats with Swedish student, Olof Palme, who got his B.A. at Kenyon College in Ohio.



FOR RAILROAD TRAVEL AT ITS BEST

Go Pullman

COMFORTABLE, DEPENDABLE,
AND-ABOVE ALL-SAFE!

© 1960, THE PULLMAN COMPANY



ITALY At press conference in Rome a reporter (center) puts a question to Hoffman. Conference grew tense as Communist reporters fired questions critical

of ECA. Hoffman dodged them genially by congratulating Italy on her use of the \$1 billion granted by ECA so far and urging the country on toward greater industrial expansion.

CONTINUED ON PAGE 54

Never again

need your baby's
woolens shrink
out of fit!

nor any other
wool garment!



AND HOSIERY

SKIRTS & JACKETS

SPORT SHIRTS

JERSEY

INFANTS' WEAR

CHILDREN'S WEAR

ROBES

YARD GOODS

UNDERWEAR

GLOVES & MITTENS

**"SANFORLAN" TELLS YOU THE WORK'S OUT OF WASHING
BECAUSE THE SHRINK'S OUT OF WOOL!**

Mothers! Here's wonderful wool-washing news! No more need to *fuss*—to stretch and pull and pin—when you wash your baby's little woolens!

For now there are wools labeled "SANFORLAN"—that won't mat or felt, won't shrink out of fit—even though you wash them every day! "Sanforlan" wools—knitted or woven—keep their original size and softness!

Buy "Sanforlan" woolens . . . follow manufacturer's washing directions . . . be free from wool-washing worries.



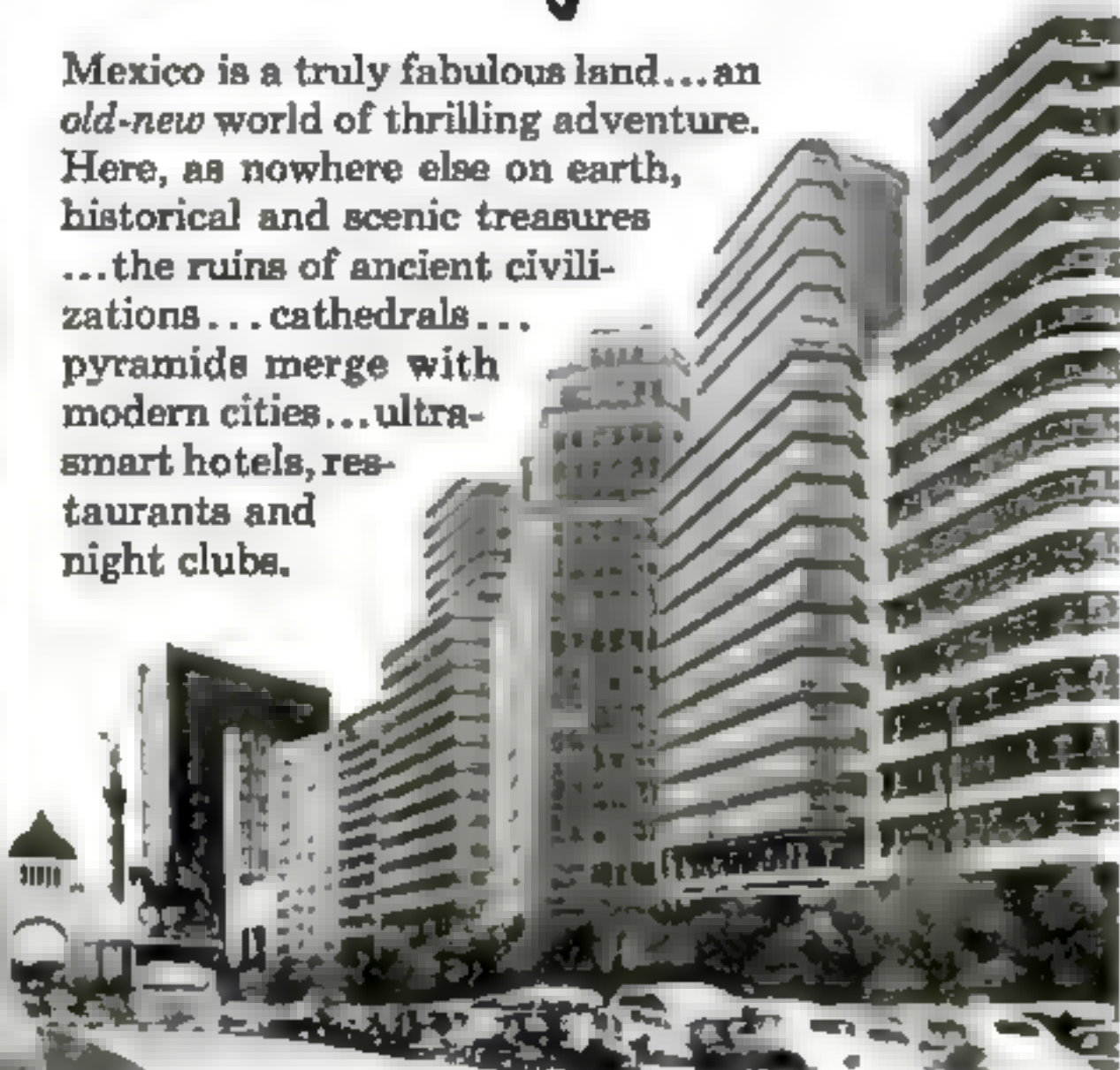
Brought to you by the "Sanforized" people!

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen articles which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

MAGIC MEXICO

*an OLD-NEW world
of thrilling adventure!*

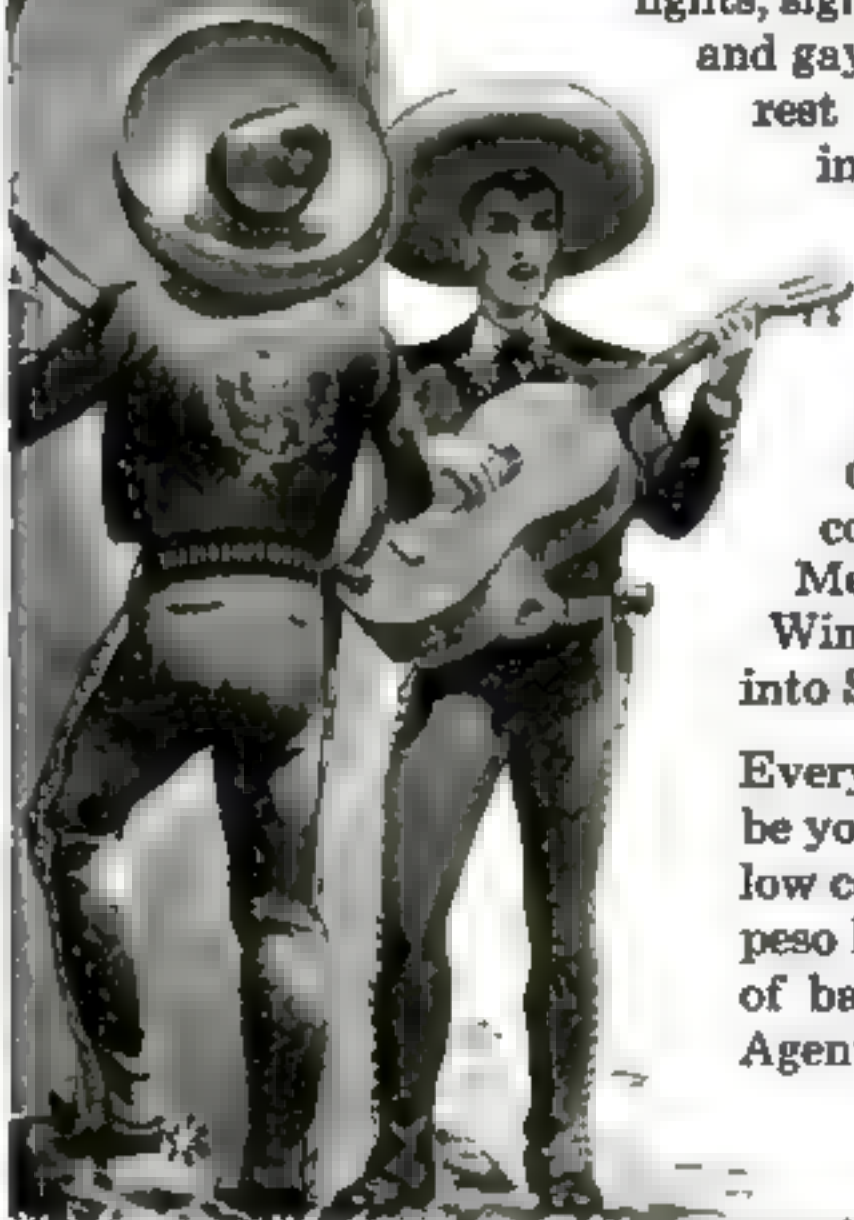
Mexico is a truly fabulous land...an old-new world of thrilling adventure. Here, as nowhere else on earth, historical and scenic treasures...the ruins of ancient civilizations...cathedrals...pyramids merge with modern cities...ultra-smart hotels, restaurants and night clubs.



For those in search of fun, Magic Mexico offers the Jai-Alai games, horseracing, bull-fights, sightseeing, native dances, fiestas and gay serenades. For those craving rest and relaxation: golfing, fishing, hunting, world-famed spas, and the shimmering white beaches of Acapulco and Veracruz.

And the weather is made to order, too. Never hot, never cold; just right! So come to Mexico now, you'll be leaving Winter behind and stepping right into Spring.

Everything your heart desires will be yours to enjoy and at incredibly low cost, for the devaluation of the peso has made Mexico the bargain of bargains. Consult your Travel Agent or ...



**air
mail
this
coupon
TODAY**

Dirección General de Turismo
Avenida Juárez 89, México, D. F.

Please rush me free full color booklet on Mexico's many attractions, including information on the amazing low cost of a Mexican vacation.

Name

Address



ENGLAND At 10 Downing Street, Hoffman and Ambassador Katz confer with Prime Minister Attlee. Hoffman also called on the king. England has received the largest slice of Marshall Plan aid, \$2.7 billion.



FRANCE Wearing antiseptic coat and boots, Hoffman begins tour of streptomycin plant started with part of France's ECA grant of \$2.5 billion. France will soon be able to produce surplus of drug for export.



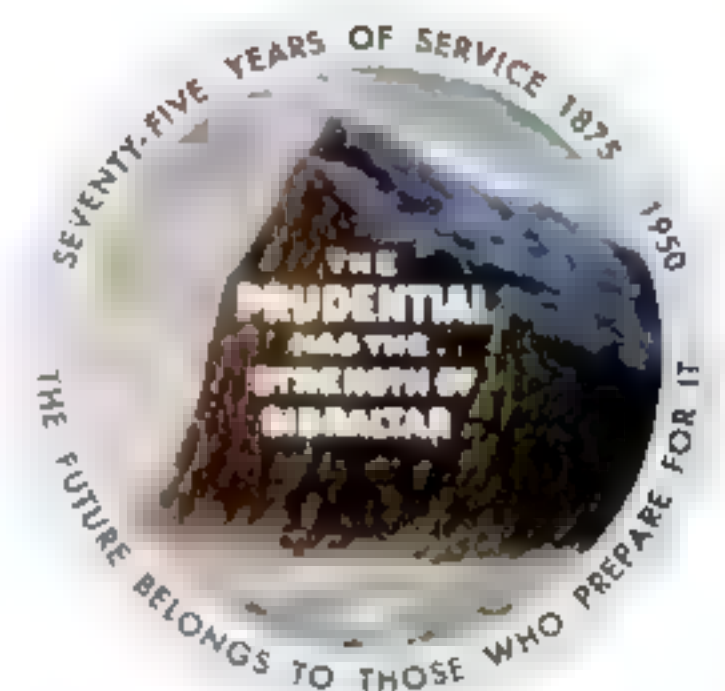
Thanksgiving is a state of mind

Thanksgiving is the smell of turkey browning in the oven. Thanksgiving is a barrel of apples

in the basement, a row of pickle jars on the pantry shelf. Thanksgiving is all the garden vegetables and all the orchard trees covered in snow when cold winter,

Come to think of it . . . Thanksgiving is the warm sense of happiness you

have Today when Tomorrow is secure. That's why every day can be a Thanksgiving Day — and a better day—when Prudential protects your future.



A group-term insurance company

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA • HOME OFFICE: NEWARK, NEW JERSEY • WESTERN HOME OFFICE: LOS ANGELES, CALIF. • CANADIAN HEAD OFFICE: TORONTO



Everybody knows the sign of good coffee



*Wonderful in
Instant form
too!*

TIME FOR CONGRATULATIONS! And for a friendly, refreshing cup of coffee to add to the good cheer. Maxwell House Coffee, the famous favorite that brings you *complete* coffee-drinking pleasure. There's a reason why Maxwell House is so satisfying. It's the Maxwell House recipe — the *only* recipe for that wonderful "Good to the Last Drop" flavor. A recipe that insists on certain choice coffees, blended a special way. That's why Maxwell House is so downright delicious. That's why it's the coffee *more* people buy and enjoy than any other brand!

★TUNE IN: two award-winning hits—"Father Knows Best," starring Robert Young, NBC, Thursday nights, and "Mama," starring Peggy Wood, CBS-TV, Friday nights.



Products of General Foods

Maxwell House... the one coffee with that "Good to the Last Drop" flavor!



NURSE EXAMINES BOY'S FUNGUS-INFECTED SCALP

SCALP EPIDEMIC SWEEPS THE SOO

Ringworm infects 1,300 children

As far as anyone can tell, the troubles of Sault Ste. Marie, Ont. started last March from three boys with itchy scalps. School nurses identified the round brownish splotches on the boys' heads as a ringworm infection and sent the youngsters home for treatment. By last week the three cases had spread to 1,363 other children. Sault Ste. Marie, which is called "The Soo" for short, was in the midst of the most severe ringworm epidemic in the history of either Canada or the U.S., and no conscientious parent would send his child out in public without a white bonnet.

In the schools (right), on playgrounds, in the streets and in their homes boys and girls covered their heads with the strange hoods to protect themselves and their playmates. City health authorities were sure it was the best way to check the highly contagious fungus parasite, often transmitted by direct contact, which embeds itself in the skin, spreads out in a circular pattern and attacks the roots of the hair, causing irritation and partial baldness.

The Sault Ste. Marie ringworm epidemic is following its typical course. Most of its victims are boys under 12 whose short hair and natural tendency to scuffle make them more likely to pick up the fungus. The outbreak in Sault Ste. Marie appears to have passed its peak, but why it cropped up at all mystifies medical authorities. Dr. J. E. Gumby, city health officer, summed it up: "We've got these things with us all the time. But every once in a while a disease like this seems to develop a warlike generation."

RINGWORM VICTIMS, their heads covered with
homemade bonnets, line up at improvised clinic in
a grade school for their regular treatment by nurses.





If your car feels like *this*... it's time for
MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

This fall, get "cushiony" driving ease. Get Marfak lubrication! Tough, longer-lasting Marfak resists wash-out in spite of rainy, slushy going—fights jar-out and squeeze-out, too. Marfak guards against wear and friction for 1,000 miles and more! Here's the pleasant result: You get "cushiony" driving—right from one lubrication job to the next! See your Texaco Dealer, the best friend your car ever had.

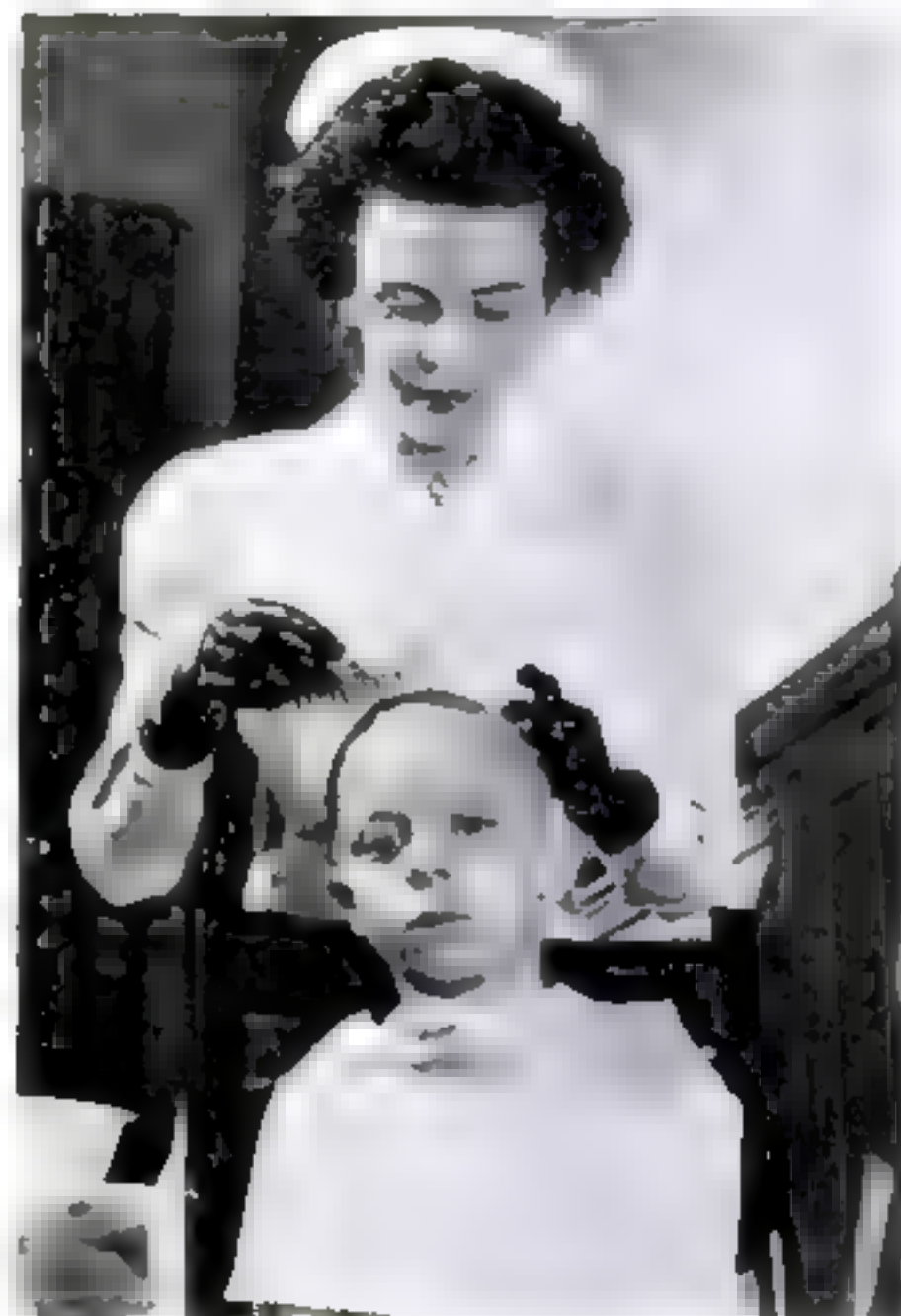


THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America

TEXACO presents MILTON BERLE on television every Tuesday night METROPOLITAN OPERA radio broadcasts every Saturday afternoon

Scalp Epidemic CONTINUED



TREATMENT started on Marlene Smart, 6, (left) as soon as fungus was detected by an ultraviolet light which makes ringworm glow. Because hairs infected with the fungus spores are dropped wherever an infected child goes, her head was shaved, then scrubbed with a very strong detergent.

SOFTENING of the scalp with saline solution and wet cloths is the next step. This is done to open the pores of the skin for the medication that will follow (below). The wistful expression on Marlene's face is brought on by loss of long, blond curls which everyone used to tell her were beautiful.



MASSAGE with alcohol-base fungicide is final step of Marlene's daily treatment. The chemical attacks not only the fungus on the surface of the skin but also the reproductive spores under the skin. Until only a few years ago turpentine was one of the accepted treatments for ringworm.

CONTINUED ON PAGE 60



First

in popularity and owner loyalty among all cars

Make America's choice *your* choice, too! Be sure of getting the most motor car for your money by choosing Chevrolet—the car that leads all others in registrations this year and for the total 20-year period, 1931 to date. You know Chevrolet *has* to be best to lead all the rest in popular demand, year after year; and, more than that, to please its owners *so* thoroughly that they give it the *highest vote of owner-loyalty* of any car in the industry, according to a recent independent nationwide survey. That's your *guidepost* to value; that's your *guarantee* of satisfaction!



The Styleline De Luxe
4-Door Sedan

and Finest

**in No-Shift Driving—Standard Driving—
and performance with economy**



You'll enjoy the *finest no-shift driving* at lowest cost in a Chevrolet combining the famous Powerglide Automatic Transmission* and 105-h.p. Valve-in-Head Engine. Or the *finest standard driving* at lowest cost in a Chevrolet combining the highly efficient standard Valve-in-Head Engine and Silent Synchro-Mesh Transmission. Remember—only Chevrolet offers these two great power-teams!

*Combination of Powerglide Automatic Transmission and 105-h.p. Engine optional on De Luxe models at extra cost.

at Lowest Cost

more good things for less money



Body by Fisher for outstanding beauty, and luxury! Center-Point Steering and the Unitized Knee-Action Gliding Ride for maximum steering-ease and riding-ease. Curved Windshield with Panoramic Visibility and Hydraulic Brakes with Dubl-Life Rivetless brake linings for full safety-protection! Only Chevrolet gives all these advantages at lowest prices. See it—drive it—and you'll agree it's *first and finest at lowest cost!*

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN



AMERICA'S BEST SELLER . . . AMERICA'S BEST BUY

3 POINTS Make the Difference



CHOOSE THE ONE
WHISKEY THAT GIVES YOU ALL 3



Every drop

90 PROOF

rich, robust, delicious!



CHOICE QUALITY

Fleischmann's Superb Straight
Whiskies Blended With Fine
Grain Neutral Spirits!



WINNING PRICE

America's Greatest
Whiskey Value!



FLEISCHMANN'S

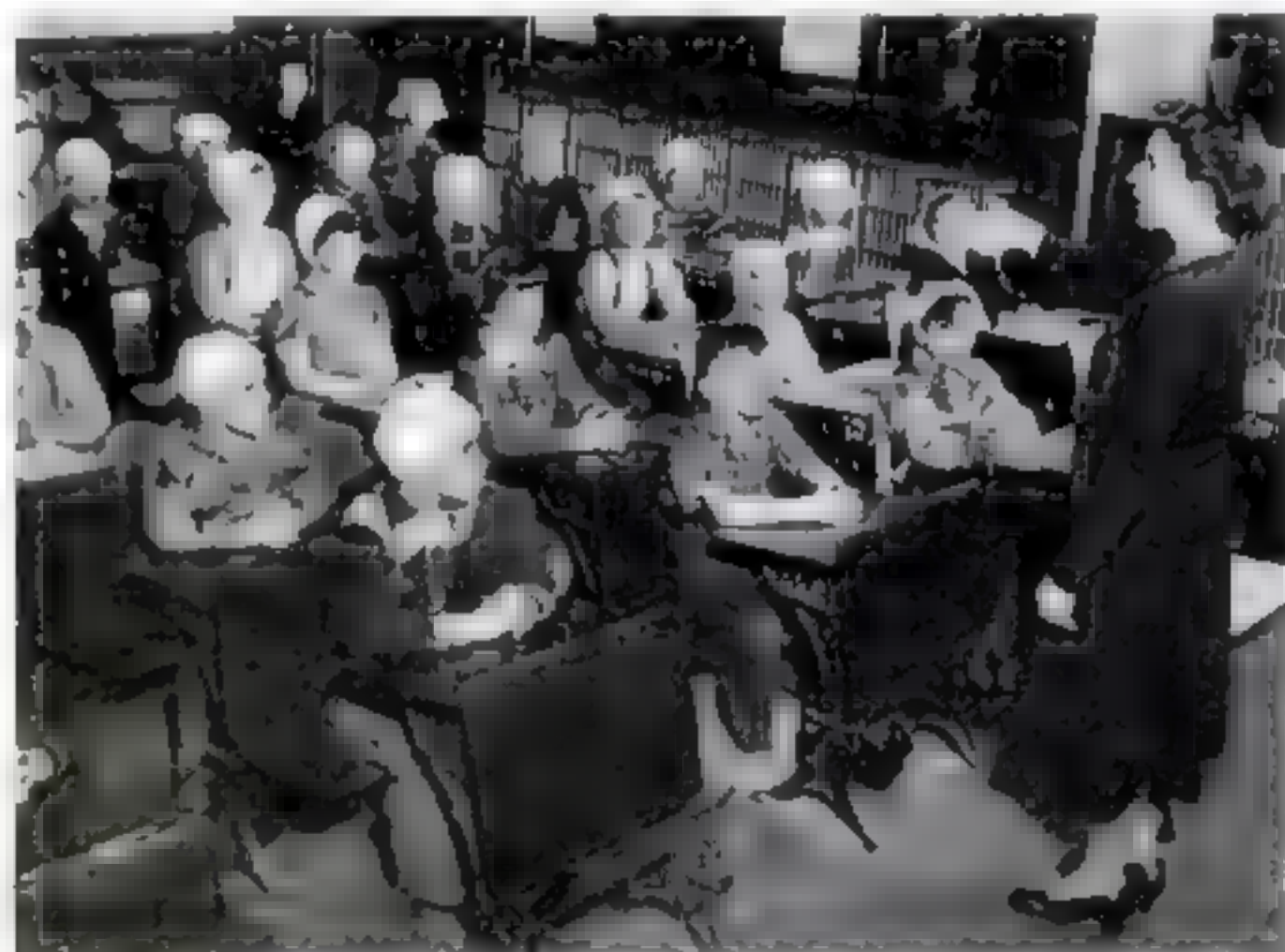
PREFERRED

BLENDED WHISKEY - 90 PROOF - 65% GRAIN NEUTRAL SPIRITS.
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

Scalp Epidemic CONTINUED



FAMILY-SIZE EPIDEMIC has hit the home of Edward Stevens (right). Seven of family's 10 children are infected. Mrs. Stevens boils bonnets nightly.

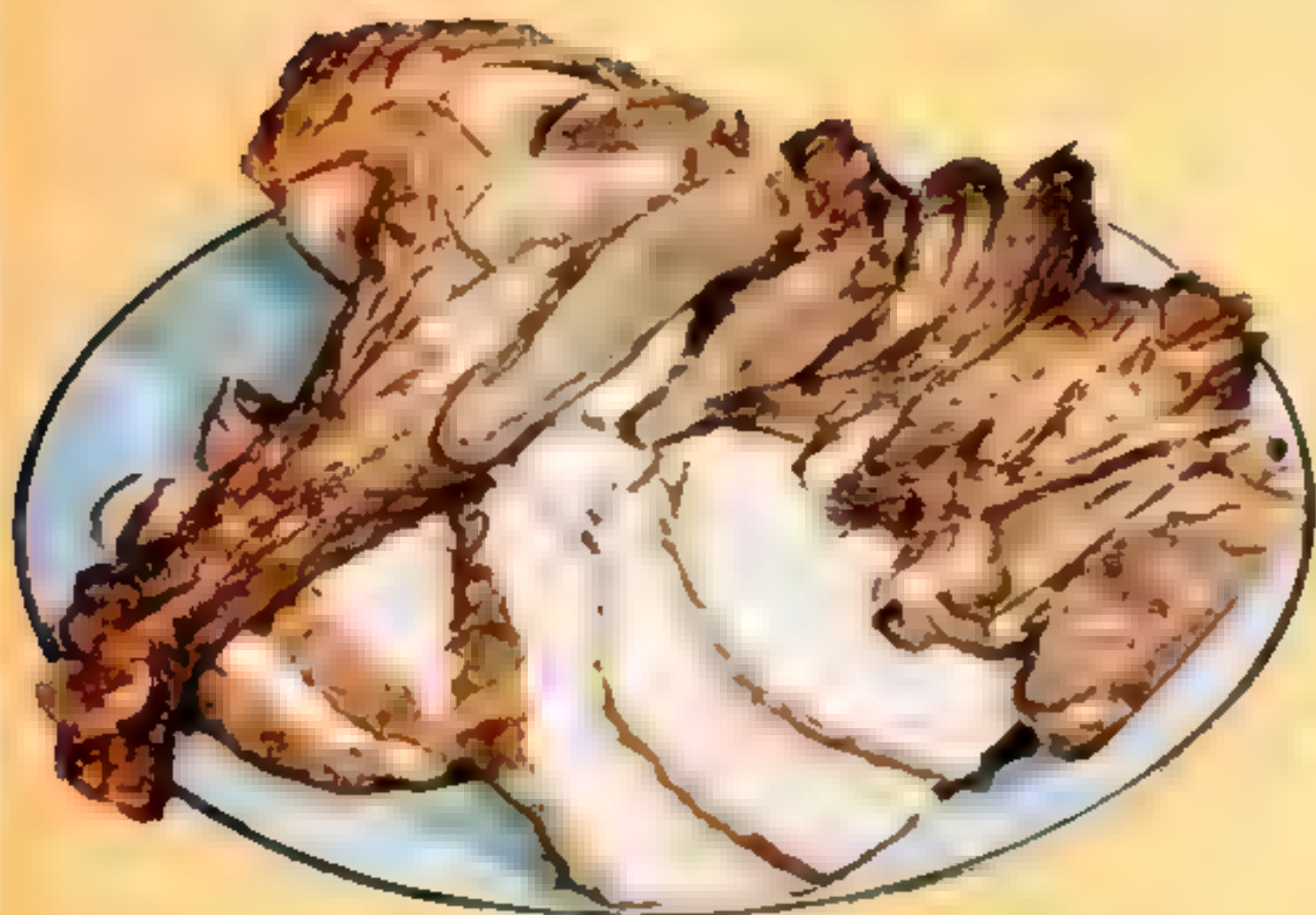


HARDEST-HIT CLASS is this second grade. More than half the pupils are infected. Most of those who do not have ringworm wear bonnets as precaution.



BOYS AT RECESS romp and tussle vigorously. Because of direct body contacts like this young boys are more frequently infected by the fungus than girls.

Will your left-over turkey look like this....or this?



THIS ACTUAL TEST PROVES how much longer an ADMIRAL DUAL-TEMP keeps foods fresh. This plateful of turkey was stored four days uncovered in that cool, dewy atmosphere. It came out just as moist, tender, and tempting as the day it was sliced.



LOOK AT THE DIFFERENCE when cuts from the same turkey were left uncovered four days in an ordinary refrigerator. White meat is brownish and rubbery... dark meat is curled and dry. Exposed coils have stolen the moisture and flavor.



Foods don't dry out in the Admiral Dual-Temp

Far fresher! Far longer! This "different" kind of refrigerator saves food for you. In its spacious moist-cold compartment it creates the ideal food-preserving climate—a dewy, nature-like cold that prevents wilting, withering, drying out. No dish covers needed. Coils are built inside the walls of the Admiral Dual-Temp so they can't rob foods of moisture.

Everything's in sight. No peeking under lids and covers to find the food you want. In a Dual-Temp you can put *any* food away *uncovered*. Even corned beef and cabbage. A healthful little ultra violet SunAire lamp freshens the air and keeps food flavors from mungling.

No defrosting... ever. Never before a refrigerator so easy to care for. No exposed coils means *no defrosting* in the big moist-cold compartment. No interruptions of cold, no dripping pans, no melting messes. You've seen the last of all such work when a Dual-Temp comes into your life.

A real home freezer, too. The whole top compartment is a separately controlled home freezer that gives you temperatures down to 20° below zero—52° below freezing—the coldest cold of any refrigerator and the sharp, quick cold that freezes foods best. And it holds up to 84 lbs. of frozen food. Berries, ice cream, roasts galore!

Better find out about all the good things you've been missing. See an Admiral now.

• • • • •
Admiral Electric Ranges—the only ranges that give you accuracy of Flex-O-Heat Controls, plus the automatic, self-turning Rotary Roaster.



Admiral

DUAL-TEMP

TELEVISION: {See and hear "Lights Out" Mondays, 9 P.M., EST over NBC Network
"Stop the Music" Thursdays, 8 P.M., EST over ABC Network

TELEVISION • RADIO • PHONOGRAPHS • RANGES

REPLACEMENT OF ALL COILS OF MOISTURE
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN



Scotties
are softies !

Scotties are thrifties too !

Here is a cleansing tissue the whole family will enjoy! Scotties are soft and snowy white yet they have the 2 way strength you want for practical family use. You can "blow" into Scotties—they don't go to pieces. Scotties don't crumble when you remove make-up. And you'll see how economical they are for children, grownups when you compare their value.

another tissue by *Scott* that's soft as old linen



RELAXING FROM CHORES, DAVIS GRINS BROADLY

"STAR FARMER OF AMERICA"

Forrest Davis, 21, makes \$45,000 in brief career and wins title

Forrest Davis Jr. of Route 3, Quincy, Fla. is only 21 and has, he says, "been a farmer as long as I can remember." While still in grammar school he practiced on uncultivated corners of his parents' farm. In 1947 he rented land from his parents, put in a crop of shade-grown tobacco and started to farm in earnest. To get manure for his tobacco he began raising cattle. To feed the cattle, he planted corn. Then he fed his surplus corn to hogs. By last year he had made a total net income of \$45,000, owned 80 acres and farm equipment worth \$18,000.

Last month the Future Farmers of America, which annually decides who among its 320,000 farm boy members has the best record in farming and scholarship, awarded Davis \$1,000 and pronounced him "Star Farmer of America."

Davis, who is also a deacon in his Presbyterian Church and a sergeant in the National Guard, took 10 days off to go to Kansas City and get the award. Deciding what to do with the 1,840 acres of farm land and pasture he now works, he fingered his \$1,000 check and said: "I guess I'll buy some more livestock."



WORKING AFTER DARK, Davis uses tractor light while disking cornfield. Trip to F.F.A. convention had put him behind schedule, so he ran one tractor

while hired hand ran a second one. He is also hurrying because this month he goes to Denmark as guest of Danish government to inspect farming methods.

new shampoo sensation actually shines hair

gets it so clean you can feel the difference!



*Just press nozzle —
and out billows rich
ACTUAL LATHER
(like whipped cream)*

Helene Curtis SHAMPOO WHIP

Now bring out the *full* beauty of your hair with this revolutionary new discovery of famous Helene Curtis! Bombards dirt and dandruff with billions of lively bubbles. Actually *shines* hair. Leaves it sunbeam bright... enchantingly soft... easier to manage than ever before. So gloriously fresh and clean you can *feel* the difference. Wonderfully good

for your hair and scalp. A marvelous beauty treat—with MORE lanolin by far than ordinary shampoos. Amazing new *atomized* lanolin, that penetrates like magic mist. Gives your hair rich glowing beauty, even in the hardest water—without costly special after-rinse. Try it today. So economical... a half-year supply only \$1

A PRODUCT OF HELENE CURTIS! IT MUST BE GOOD!

*Not a soap, creme
or liquid - but a
revolutionary new
Helene Curtis
discovery.*

*No Waste!
No messy dripping
through fingers!
No broken bottles!*

*Wonderful for the
WHOLE family!
Children love it--*



Star Farmer CONTINUED



UNDER CHEESECLOTH, which shields tobacco from sun, Davis uses disk harrow to cut weeds. Cloth, which costs \$600 an acre, is ready to be replaced.



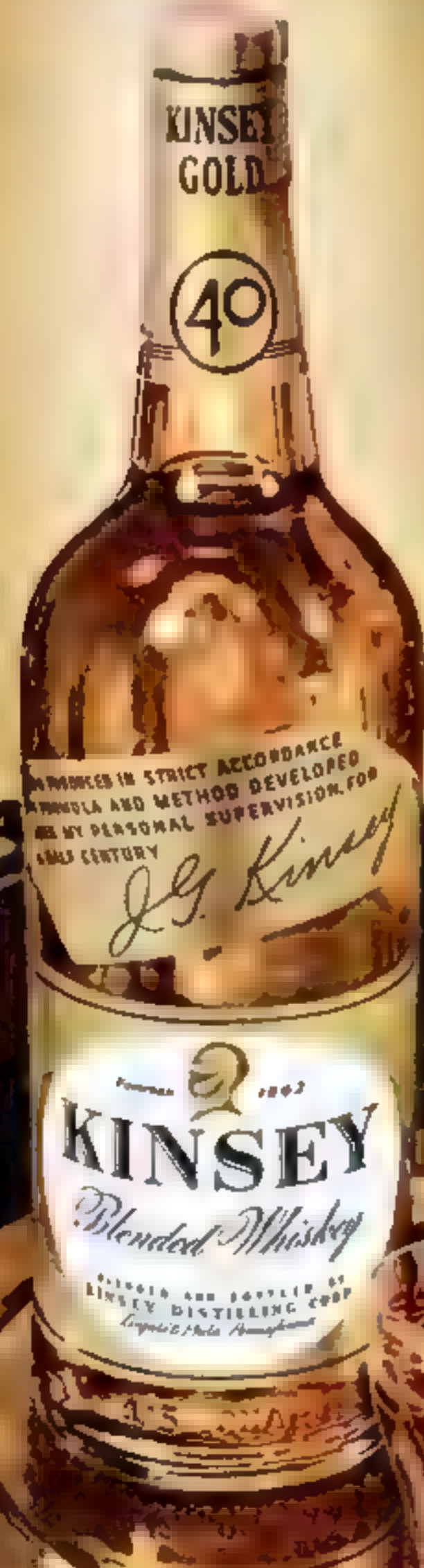
AT HOMEMADE FORGE he fans coals to heat iron for tractor coupling. He learned technique in F.F.A. classes.



IN ORCHARD he hoes around satsuma trees, which bear fruit resembling tangerine. Davis lives in house behind him with parents, brother, three sisters.

KINSEY

Quality That Commands Respect



BLENDED WHISKEY • 60% GRAIN NEUTRAL SPIRITS, 86.8 PROOF • KINSEY DISTILLING CORPORATION, LINTFIELD, PENNSYLVANIA

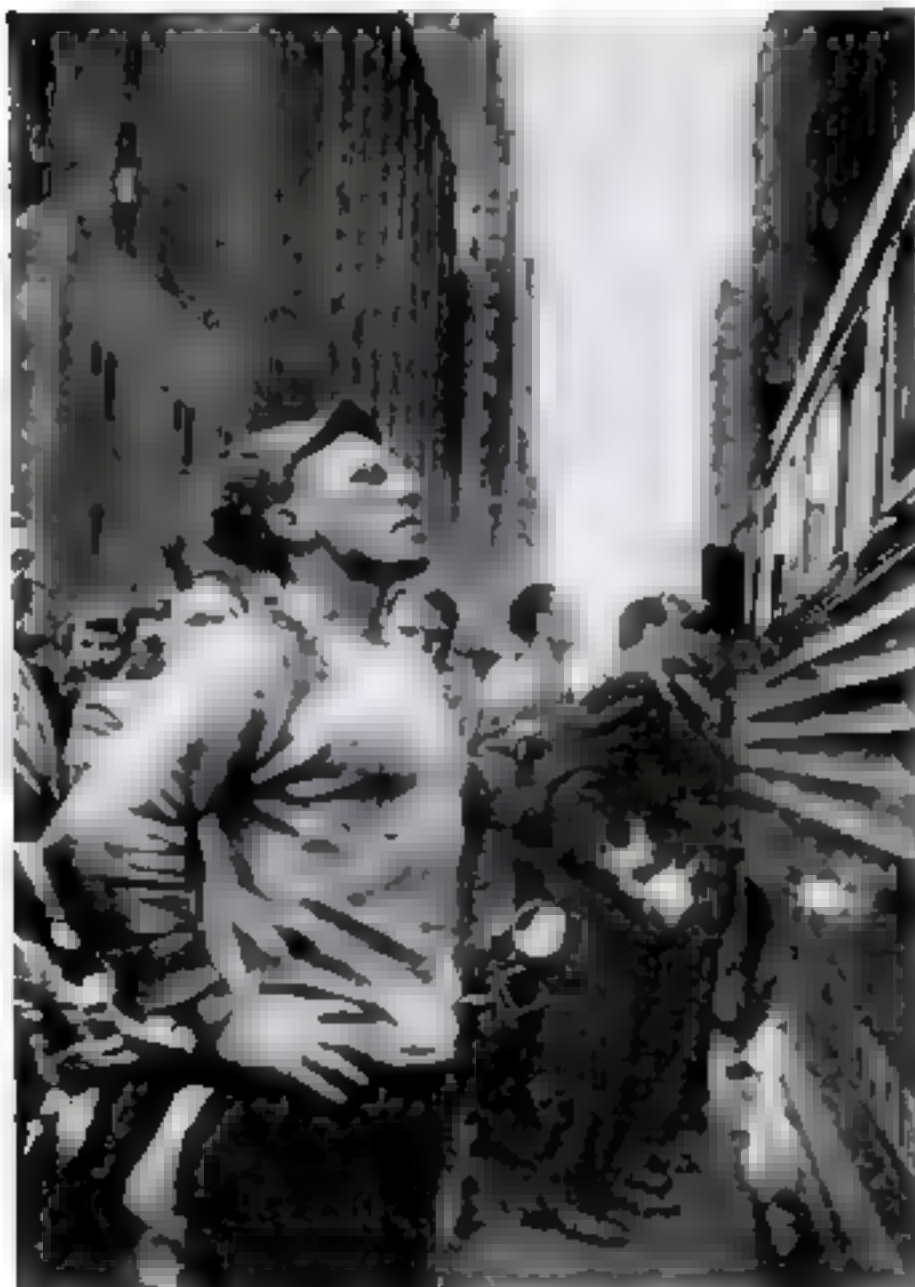


WEARING THEIR FIRST FORMALS, EMILIE, MARIE, ANNETTE, YVONNE AND CECILE (LEFT TO RIGHT) WAIT WITH CARDINAL SPELLMAN FOR NEWSREEL APPEARANCE



WHEREVER THEY WENT, THE VISITING DIONNE SISTERS FOUND THEMSELVES STARING INTO THE GLASSY EYES OF CAMERAS AND CAMERAMEN

WHAT THE QUINTS SAW IN NEW YORK



THEIR BUS IS BESIEGED BY PRESS AND PUBLIC

Encountered for the first time, New York is confusing for any visitor and maddening for the visiting celebrity, who cannot even have the fun of seeing it alone. Being celebrities and only 16 years old, the Dionne quintuplets hardly saw New York at all when they visited it for the first time. For them its sights were usually obscured by cameras (*above*), by the dead pans of gawkers or by the shoulders of a phalanx of chaperoning cops. And the city's sounds were usually blotted out by the blating exhausts of a motorcycle escort. Nevertheless, when they got home, they told their schoolmates that New York was really a wonderful place to visit.



LEAVING HOTEL, BUS FOLLOWS MOTORCYCLE COPS



FROM INSIDE BEAUTY SHOP THIS WAS THEIR VIEW

YOU are the one who is missing the fun

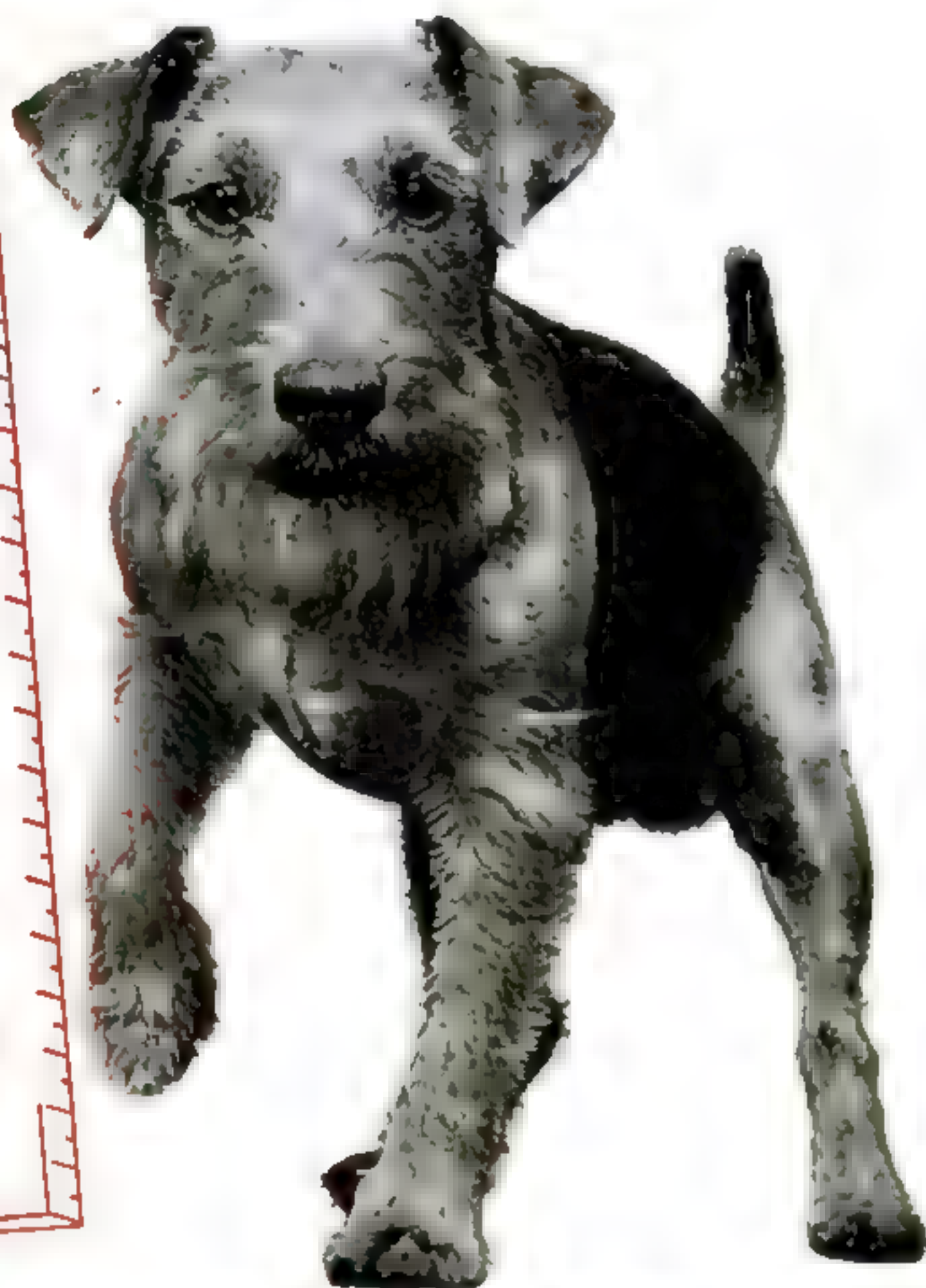
See how it pays to nourish **EVERY INCH** of your dog with Gaines!

DISPOSITION
Friendly

TAIL
Waggy

BODY
Sturdy

ACTIONS
Lively



...if you don't feed America's largest-selling dog food!

Because your dog has such fun when he's full of high spirits and red-blooded health from head to tail, he gives you more pleasure too. A fine, dense coat is such fun to stroke. A waggy tail such fun to watch. In so many ways, a healthy dog is more fun for you to own. It certainly pays big dividends when you give him expert care, and nourish EVERY INCH of him with Gaines! In Gaines there's every type of nourishment dogs are known to need. No added meat required. **And Gaines is more economical to feed than any other type of dog food!**

Gaines **DOG FOODS**
"Nourish Every Inch of Your Dog!"

Copyright 1958 by General Foods Corp.

SAVE UP TO 20%

BY BUYING GAINES IN THE BIG 25 OR 50-LB. BAGS AT YOUR GROCER'S!

Does your dog eat big meals? Your grocer is now featuring large, extra-thrifty 25-pound and 50-pound bags of Gaines that save you so much money you just can't pass them by. Listen to this! When you buy the 25-pound bag, you save up to 20%. This saving amounts to getting 4 to 5 pounds FREE!



A Product of General Foods

Quints CONTINUED



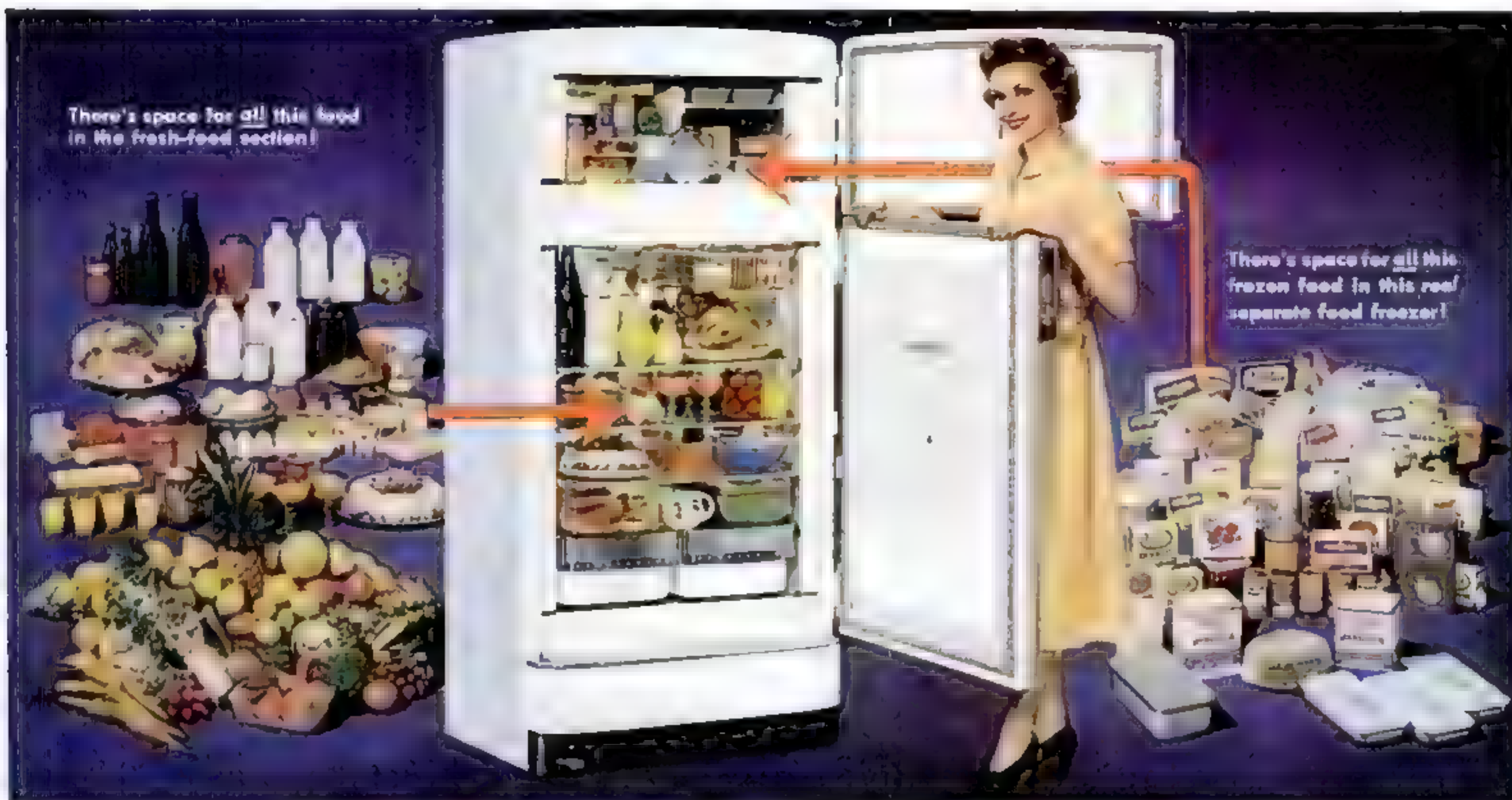
HIGHEST POINT of quintuplets' visit was top of 70-story RCA building, where they got quick look at the skyline before being hustled to next stop.



LOWEST POINT they reached was the subway. They found first underground ride "a bit rough." As usual they were photographed with gloves on.

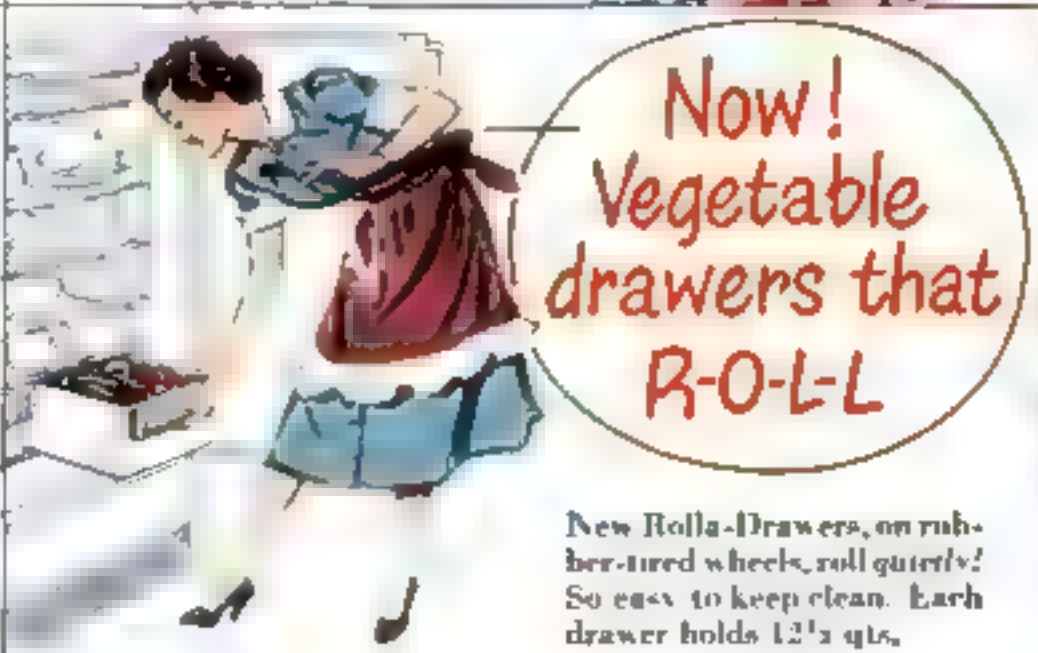
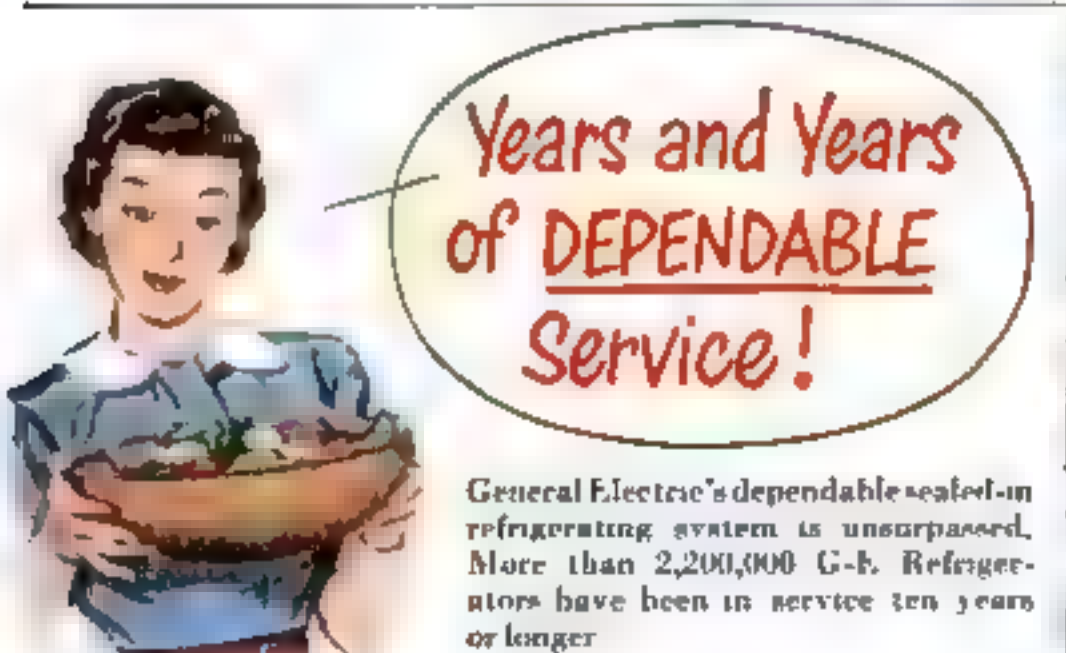
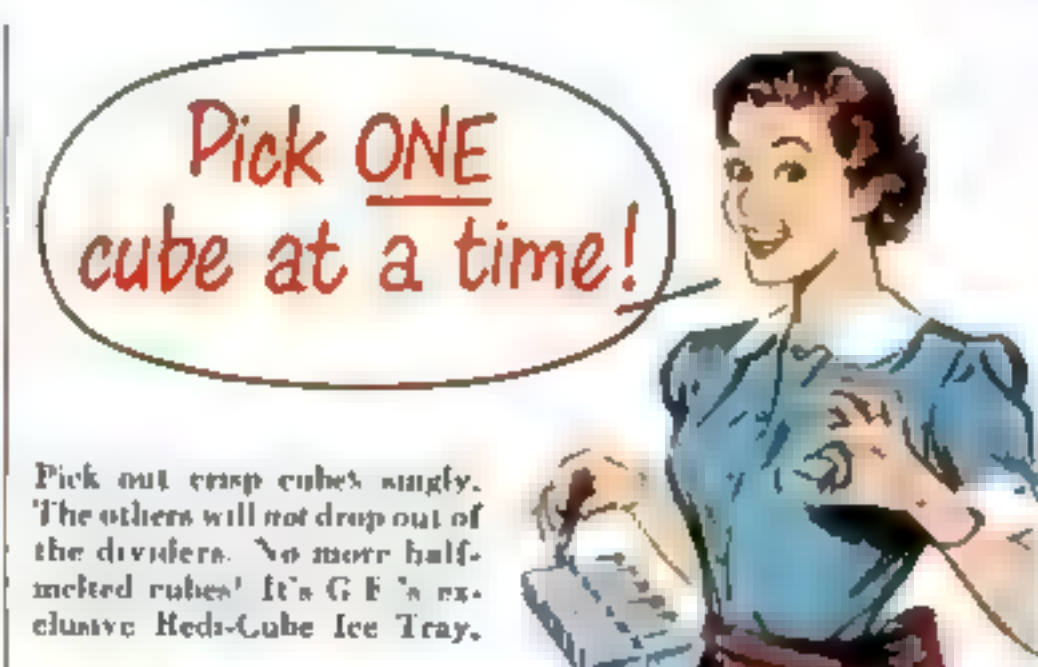
25% TO 50% MORE SPACE

General Electric Refrigerators give you much more storage space than most refrigerators now in use . . . yet they occupy no larger floor area!



The General Electric Refrigerator-Food Freezer Combination holds hundreds of pounds of food, as you can see. And, in addition to its many wonderful convenience features, a General Electric Refrigerator assures you of years of

dependable service. Your nearest G-E dealer will be glad to show you this de luxe refrigerator. You'll find him listed in your classified telephone directory. General Electric Company, Bridgeport 2, Connecticut.



GENERAL  ELECTRIC



THANKSGIVING TIME SAVERS!

*Kraft DeLuxe
Slices!*

**PERFECT
SLICES!**

**MORE
FLAVOR!**



**SLICES CUT, WRAPPED, SEALED
BY KRAFT RIGHT AFTER THE
DELICIOUS PROCESS CHEESE
IS PASTEURIZED!**



**"Yes, this neat package holds
8 big perfect slices...protected
by Kraft all the way to you!"**

*Quick Trick! For Thanksgiving topping on cran-
berry tarts, cut Kraft De Luxe Slices with a turkey-
shape cookie cutter.*

The *mellowest*, most-deep-down-delicious flavor
you've ever tasted in fine process cheese!

The most *perfect* process cheese slices you've ever
bought in your life! *No* slivers, *no* dried edges.

The *handiest* package for quick cheese snacks and
sandwiches you've ever had in your kitchen!

They're Kraft *De Luxe* Slices—made possible by
a new and exclusive invention of Kraft's. Now,
right as the fine process cheese flows from the pas-
teurizers, it is formed into perfect slices that are im-

mediately wrapped—exactly eight to the half-pound.

This new method seals more flavor in every slice
—keeps the slices from sticking together—protects
every slice all the way to your kitchen!

Taste these wonderful Kraft *De Luxe* Slices. Dis-
cover how *bandy* they are for snacks, sandwiches
, for cheese tray assortments, at Thanksgiving
and through the Holiday Season.

This will be *your* way of buying process cheese
in slices from *now on!*

TASTE THE DELICIOUS 5—

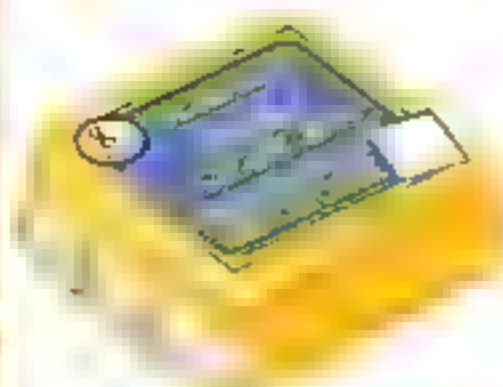
MELLOW!

PIMENTOS ADDED!

NUT-SWEET!

RICH!

SHARPI



THE WORLD'S FAVORITE CHEESES

ARE MADE OR IMPORTED BY

KRAFT

FLEISCHMANN'S

GIN



*Makes America's Most
Delicious Gin Drinks*

Because

...It's the Gin that gives you all 4

☆ QUALITY ☆ SMOOTHNESS ☆ TASTE ☆ MIXABILITY

*FIRST GIN DISTILLED IN AMERICA • DISTILLED FROM AMERICAN GRAIN • 90 PROOF • THE FLEISCHMANN DISTILLING CORPORATION, PEESKILL, NEW YORK.



ARCHAEOLOGISTS HURRY TO COMPLETE EXCAVATION OF PREHISTORIC HOUSE RUINS WHICH LIE IN PIPELINE'S PATH

PIPELINE ARCHAEOLOGY

A 450-mile trench gives scientists rare chance to study Southwest's antiquity

In the much-explored deserts of the Southwest, where ancient ruins lie just beneath the surface, the longest excavation in archaeological history is now being dug. Unlike the small-scale summer shovelings of underfinanced scientists, the new project will involve \$45 million worth of digging and result in a 450-mile trench. To its sponsors, the El Paso Natural Gas Company, the big ditch is simply a means of running a pipeline from New Mexico's Barker Dome gas fields to Topock, Ariz. But to the scientists hired by the gas company to work alongside the ditching crews and prevent the destruction of important antiquities, it is a vast archaeological test trench.

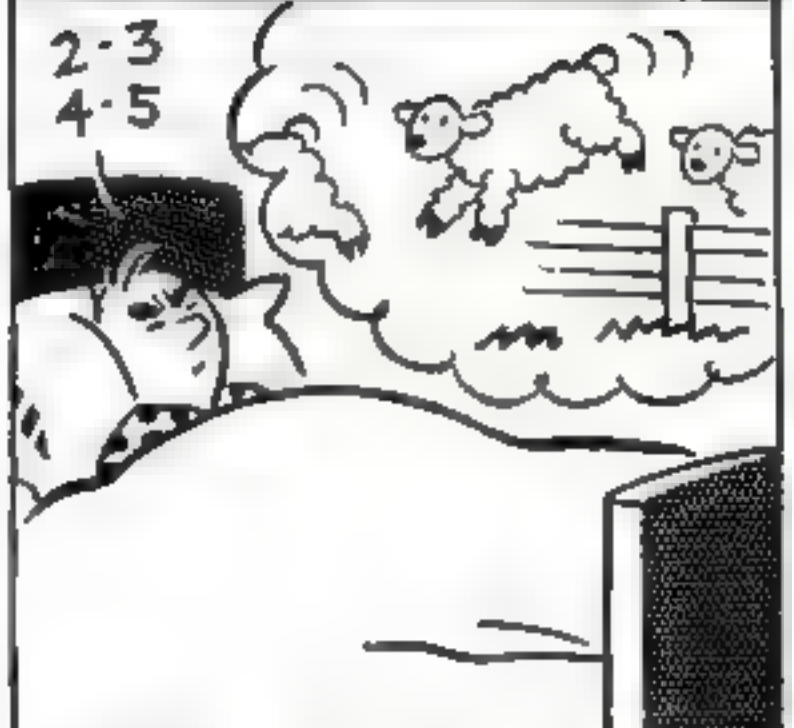
The working arrangement between the diggers and the ditchers is simple and efficient. First, bulldozers

move back and forth down the pipeline right-of-way, clearing the land for the trenching machine. As the land is cleared, scientists locate points of interest and hurriedly excavate whatever lies directly in the path of the pipe before the trenching machine catches up with them. Later they work back along the trench to see what deeper-lying material may have been exposed. By last week the digging was 200 miles along and 89 ruins had been discovered, many of them containing skeletons, pottery and implements. No one find so far has been important in itself, but they have raised the hope that before the trench reaches its destination enough new evidence will have been gathered to form a clearer picture of the complex sequence of cultures in the Southwest.

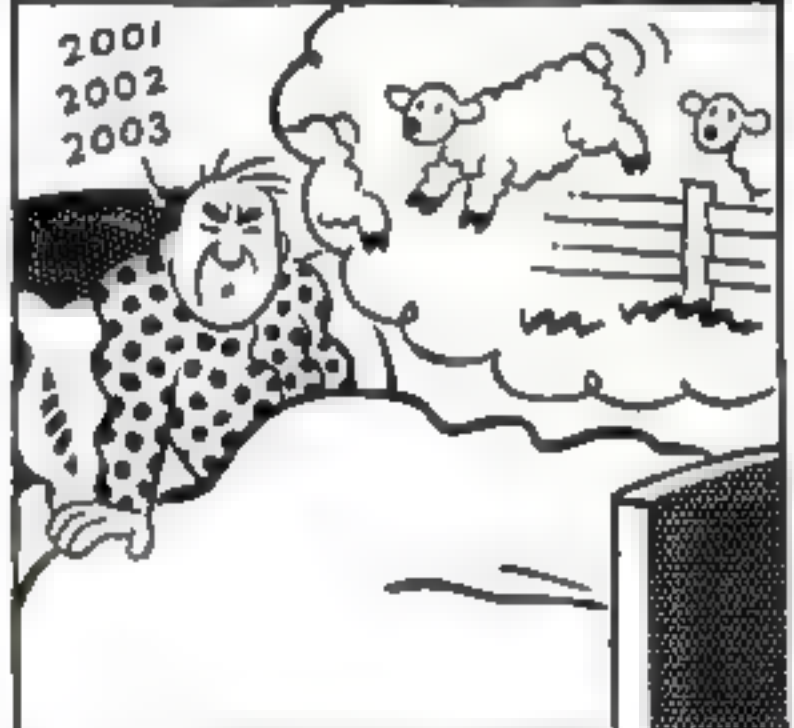
CONTINUED ON NEXT PAGE

**LOOKING
for SOMETHING
?**

2-3
4-5



2001
2002
2003



**OFFICE
SUPPLIES**



*To find the products
you need - use the*
YELLOW PAGES
OF YOUR TELEPHONE DIRECTORY



GOOD, GOOD NEWS



THE NEW, IMPROVED INSTANT SANKA!!

ESTABLISHED 1959
NEW YORK, N.Y.
HAROLD G. SANKA
has a better deal
than you. He's got
the new, improved
Instant Sanka!!
It's the new, improved
Instant Sanka!!
It's the new, improved
Instant Sanka!!

It's news you can see!

Your eye can't miss the richer, finer coffee color of the new, improved Instant Sanka. See, too, how much more quickly and completely it dissolves in the cup!



It's news you can taste!

One sip tells you how much more flavorful, more full-bodied this great new Instant Sanka is! Truly, here's real coffee flavor you've never tasted before in any instant cup, even in Instant Sanka!



But it's no news that Sanka lets you sleep!

Because Sanka is 97% caffeine-free, it can't possibly keep you awake or get on your nerves! Try this wonder coffee today!

All coffee—real coffee—
97% caffeine-free.
You can drink it
and sleep!

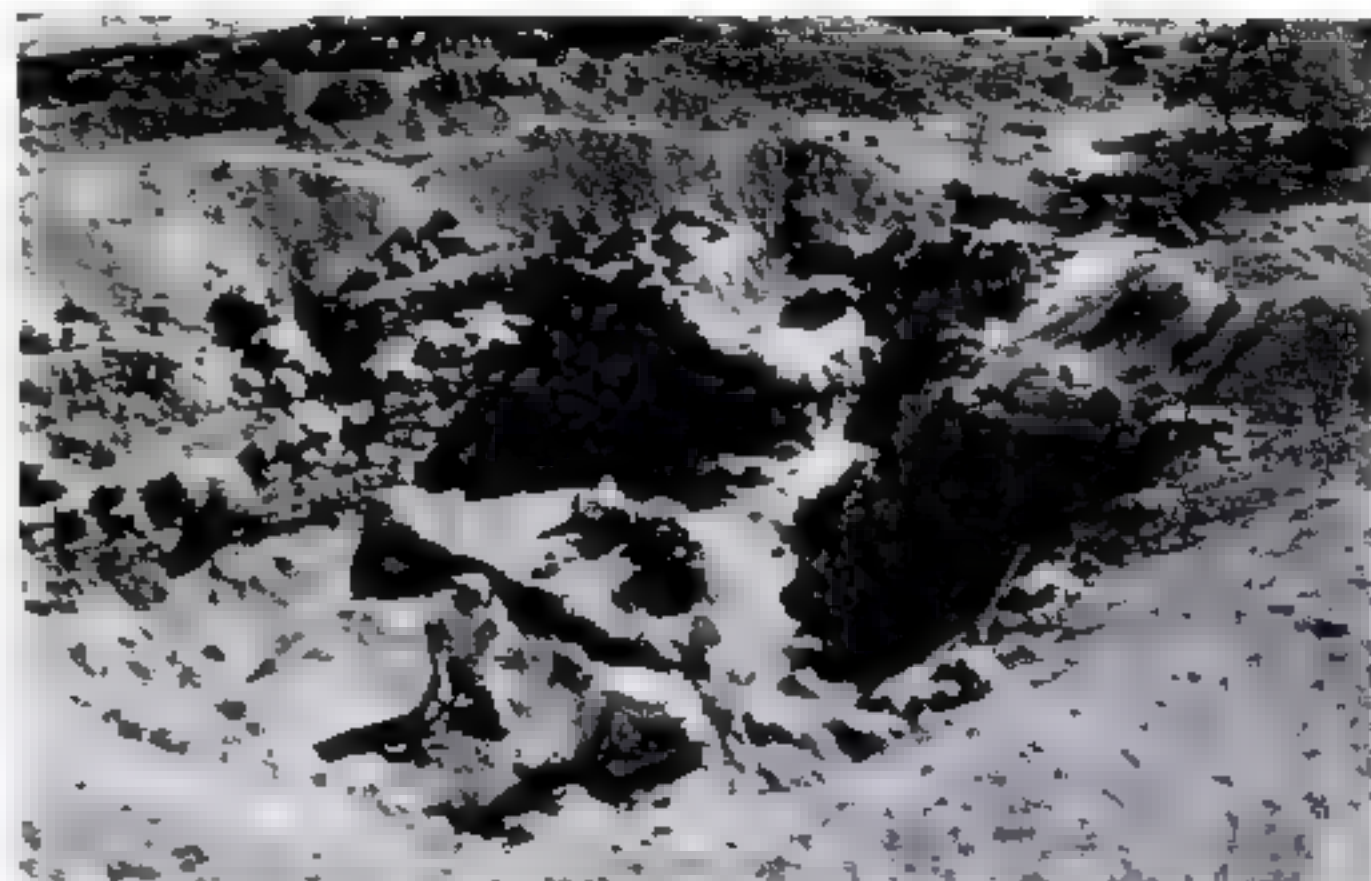


NEW, IMPROVED
FLAVOR
—and new economy—

Instant Sanka costs
so much less

Product of General Foods

Pipeline Archaeology CONTINUED



INDIAN PITHOUSE dating from about 1100 A.D. is quickly cleared of artifacts it contained. A few hours later this ruin was destroyed by the bulldozers. Where necessary, the trench can be diverted slightly to spare important finds.



INDIAN SKELETON, about 900 years old, is cleaned with a soft brush before being removed. All the bones, pots and implements dug up along trench will go to the archaeological museums of the state in which they were found.



THE PIPELINE stretches across the desert beside the 5½-foot-deep trench dug to receive it. Forty miles ahead is the trencher. Sixty miles ahead of the trencher are the archaeologists, working with and ahead of the first bulldozers.

Guard Against Throat Scratch



enjoy smooth smoking

PALL MALL's

greater length of fine tobaccos
travels the smoke further...

**filters the smoke
and makes it mild**

PUFF BY PUFF... YOU'RE ALWAYS AHEAD

Take 5 puffs

or 10...

or 17...

when you smoke

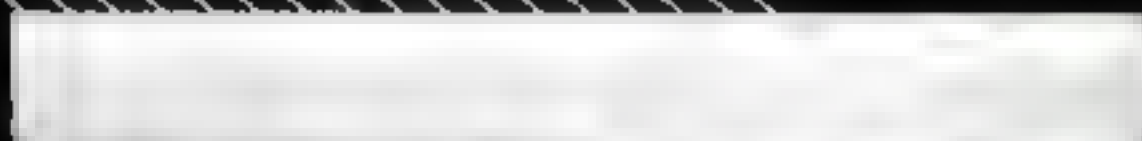
PALL MALL



Puff by Puff

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

You're Always Ahead



STUDY THE PUFF CHART! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette—or 10, or 15, or 17—PALL MALL still gives you a longer, natural filter of fine tobaccos—guards against throat-scratch.



Outstanding ...and they are mild!



The case of the Designing Bride

How a Woodbury Deb
made an important decision!

Debutante Nina Spencer of New York had worn a hundred wedding gowns! It was all part of her job as a fashion model.

Then James Locke asked, "Will you marry me?"... and Nina prepared to wear the most important wedding dress of her life.

She wanted a gown as radiant as her Woodbury-beautiful complexion. You'd think she would have an easy choice, having already "tried on" the exquisite creations of the world's foremost designers!

But not Nina! Instead of choosing one of the exclusive gowns she had modeled, Nina designed her wedding gown herself!



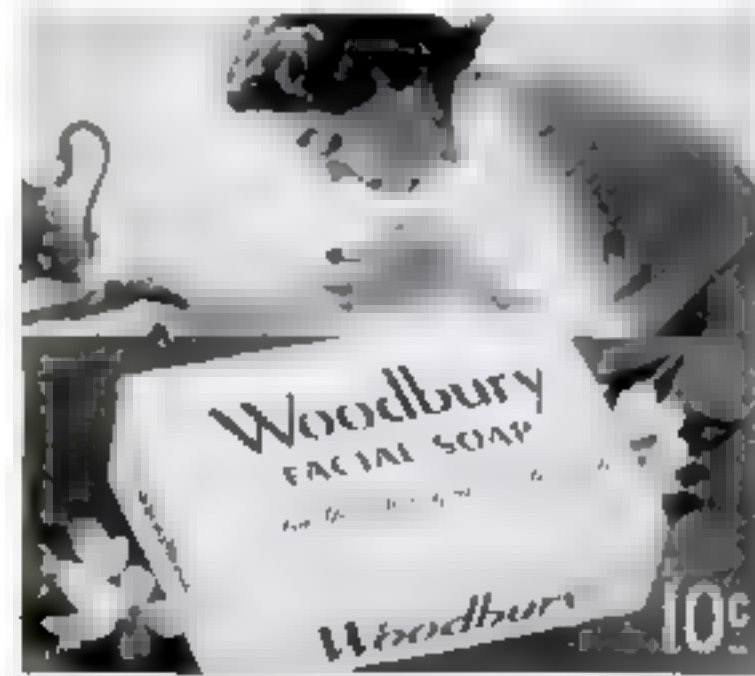
SHE DESIGNED a gown of ivory satin, with a rosepoint Venise collar and Juliet cap to frame her face. But her delicate complexion she entrusted to Woodbury Facial Soap, with its rich beauty cream ingredient.



THE RESULT was breathtaking! Her satiny complexion matched her satin gown, thanks to Woodbury care. Most soaps would dry Nina's sensitive skin. But Woodbury's beauty ingredient is a wonderful softener!



HER GOWN is packed away; her Woodbury complexion stays! Skin specialists put the beauty-cream ingredient in Woodbury especially for delicate skin. It's intended to help replace the natural oils you wash away.



THE PRECIOUS softening ingredient in Woodbury Facial Soap is the same used in fine face creams. Woodbury's mild lather leaves your complexion softer, younger-looking! Get big Bath Size for all-over beauty.

Woodbury Facial Soap...with the Beauty-Cream Ingredient
for the skin you love to touch



SHELL PARAKEETS, WHICH COME IN MANY COLORS AND CAN LEARN TO TALK, NOW RANK NEXT TO CANARIES AMONG CAGE BIRDS

Cage Birds

THEY MAY SOON BE SECOND ONLY TO DOGS AS MOST POPULAR U.S. PETS

For generations the U.S. concept of a cage bird was, plainly and simply, a canary—a yellow canary named Dickie that cocked his head to one side and whistled whenever old ladies cocked their heads to one side and whistled. But bird fanciers have now gone far beyond the canary stage. With the influx of parakeets, finches, macaws and other tropical creatures, cage birds

have become the fourth most popular pet. If the trend continues, they are likely to move past fish and cats and be second only to dogs.

Cage birds come in many different varieties and cost anywhere from \$1.25 for certain finches up to \$1,000 for the rare bird of paradise. Next to canaries, owners like shell parakeets (*about*) for their bright colors and talking ability. These

members of the parrot family come from Australia where they are called budgerigars (aboriginal for "good birds") or "budgies." Exceptionally easy to tame, they can be taught to ring bells, jump rope and pull little wagons. They can learn to imitate the human voice, but strangers have difficulty understanding them for they speak very rapidly in high-pitched voices.

CONTINUED ON NEXT PAGE



Toucan

The grotesque but friendly Ariel Toucan from Brazil is about the size of a crow in over-all length. Few are kept as pets because they are expensive (up to \$150) and need a very large cage, but they are great showmen, jump up and down trying to get attention.



Leadbeater's Cockatoo

Cockatoos are members of the parrot family. When taught young they make good talkers. Pink and white Leadbeater's cockatoo (left) costs \$400-\$500, but common varieties sell for \$250. Crest rises when bird is excited. This one is 45 years old, may well live to 100.



Cardinal

The Brazilian or red-crested cardinal is both beautiful and inexpensive, costs as little as \$7.50. They are good whistlers once they feel at home but have a range of only a few notes. They are the size of U.S. cardinals but are so lively they require a large cage.

Cock-of-the-Rock

The odd cock-of-the-rock is a South American bird about the size of a small pigeon. Although it can neither sing nor talk its appearance alone brings \$300. They bite wickedly when angered, but when scratched and fondled they make happy, grunting noises.





The Finches

THERE ARE ABOUT 1,000 SPECIES

The bright feathered finches are right behind canaries and parakeets in the hearts of U.S. bird fanciers. The name comes from the peculiar call of the European chaffinch which sounds like *pink* or *spink*, becoming *Fink* in German, *finch* in English. There are more than 1,000 different kinds of finches living in every continent in the world, from the South Pacific islands as far north as Alaska. The 16 shown here are (top row) red-cared



waxbill, Cordon Bleu, cutthroat, silverbill, white zebra, black-hooded nun, another Cordon Bleu, silver zebra, gray zebra, Gouldian; (second row): Hodgson's rose finch of India, lavender, pileated red, cherry, olive Cuban, Cuban melodious; (bottom, right): pectoral. Silverbills are \$4 a pair, the gorgeous Gouldians \$40. All finches have a very high metabolism, are nervous and excitable and must have food and water many times a day. They

are highly susceptible to colds and other diseases, but they make excellent pets because they are cheerful and thrive on a simple diet of seeds and crisp lettuce. Some types like the bullfinch can be taught to whistle tunes, and though finches are not talking birds, at least one African variety, the *Serinus Leucopygius*, has an alphabet of 24 vowels and consonants and can make 300 different sounds, probably the greatest voice range of any bird.

The easiest-writing

**MORE "BIG-MACHINE" FEATURES
THAN ANY OTHER PORTABLE TYPEWRITER!**



Twice as much quick magic in setting margins. The new Royal has both right and left hand "Magic" Margins! Position, press, margin set! As easy as turning on a light switch! A Royal exclusive!



Your fingers get away like a rabbit with the new Speed-King Keyboard and high speed key action. Office typewriter specifications. Finger-Flow keys of non-glare plastic. Truly, the world's fastest portable!



It's easier than rolling off a log to use the new carriage return lever. The paper controls are easier to get at. There's an added paper support. And "Touch Control" tailors the touch of the keys to every member of the family.



It's a big, husky typewriter! New features include larger cylinder knobs—big enough to get hold of without fumbling! The paper is easier than ever to insert. Besides, there's greater visibility in setting tab stops.

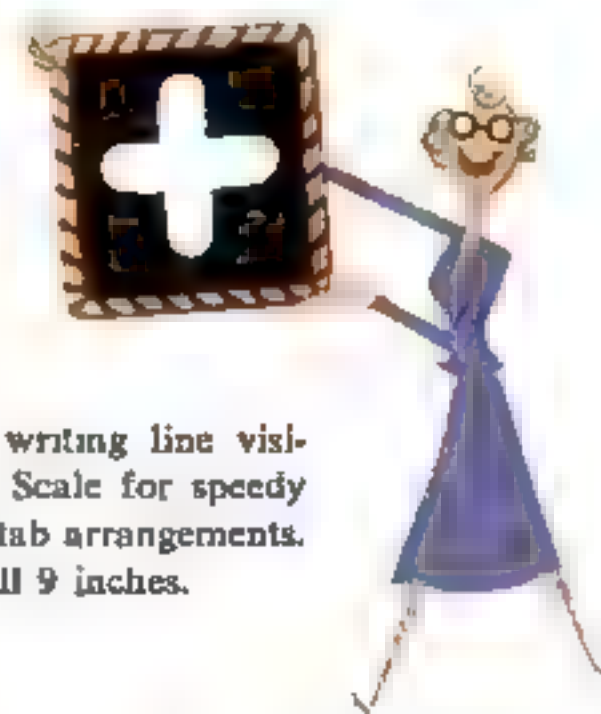


There's a new Rapid Ribbon Changer on this best of all portables. You can change the ribbon blindfolded—it's so simple and easy. Another "big-machine" feature!

Built-in quiet makes it a low-voiced, well-mannered family member—this new Royal Quiet De Luxe.



Beautiful but strong—that describes Royal's revolutionary new Contour Case! New in style, new in design, extremely smart-looking—yet the strongest, most rugged case available!



PLUS Picture Window writing line visibility, new Paper Lock Scale for speedy centering, spacing, and tab arrangements. Long writing line—a full 9 inches.



Not single spacing! Not double spacing! But new Triple Spacing as on office typewriters. Also, like office typewriters, the new Royal Portable has suction feet for slip-proof, shock-absorber action.

Royal-World's No.1 Portable

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.

portable ever built!

The ***NEW*** ROYAL QUIET DE LUXE!



It's new in appearance. It's a beauty! It looks like a small edition of the new Royal Office Electric. The sides curve slightly outward from front to back. Its silver-like trimmings gleam quietly with highlights. The attractive keyboard

of the new Royal Quiet De Luxe simply invites you to put down those thoughts such as . . . school work . . . important messages . . . personal correspondence . . . club reports . . . business correspondence . . . professional writing.

Typewriter

truly the standard
typewriter in portable
size! Ask your dealer
about terms!

Yummy... what refresh-mint!



only 5¢

Notes for a Movie



A BIG SCENE IN MOVIE WOULD SHOW MRS. CHRISTIE IN A SEMI-TRANCE ENTERING BEDROOM OF HER SON'S FIANCEE, NOTING SHE WEARS BLACK NIGHTGOWN

HERE ARE IDEAS FOR PRODUCER WHO WILL FILM "BLACK CHIFFON"

Too often Broadway shows gain nothing by being made into movies. But Broadway this season has a play which cries out for movie treatment—an English drama called *Black Chiffon* by Lesley Storm. Engrossing when seen on the stage, the play nevertheless suffers because it has only one set and is forced to describe its exciting off-stage action by dialog. Above and on the next page members of the cast enact scenes which do not take place on the stage. They were photographed away from the theater by LIFE's

Philippe Halsman and are offered here as notes for the future movie-makers—in this case, Producer Sol Lesser, who will film it next year.

The story itself, which deals delicately with a Freudian theme familiar to all psychiatrists, centers around the kindly and respectable Mrs. Christie, acted superbly on the stage by Flora Robson. When her son announces his engagement to a charming girl, Mrs. Christie enters the girl's room in a semihypnotic state and sees her wearing a chiffon nightgown (above). Two

days before the wedding Mrs. Christie is subconsciously driven to steal a similar nightgown from a shop. At a loss to explain her shocking deed, Mrs. Christie is told by a psychiatrist that the theft was motivated by her buried desire to compete with the girl for her son's affection. Horrified, she then must decide whether to let her lawyer defend her in court by baring the psychological implication of her act and thereby casting a shadow over her son's future happiness, or let herself be jailed as a petty shoplifter.

ALBA

STOCKINGS



POINTING UP

ALBA...as the most flattering nylons of all

Multi-Twist, Alba's own way of twisting the nylon thread, makes Albas last so much longer... sleek styling in 9 fitted lengths makes the most of their sheer, sheenless beauty.

ALBA STOCKINGS, A PRODUCT OF PILOT FULL FASHION MILLS, INC.
VALDESE, NORTH CAROLINA



A STRANGE DISMAY overtakes Mrs. Christie as she turns away from her son and his fiancée, who are inspecting an apartment where they expect to live. Because her husband and son never got on, she feels unusually close to the boy.



A STREETWALKER'S LAUGHTER, heard through the window of a taxicab, fills the depressed Mrs. Christie with an unaccountable exultation, works on her "like some kind of magic," she says, and makes her recklessly defiant.



A BLACK CHIFFON NIGHTGOWN is stolen from a shop by Mrs. Christie, who feels driven by an ungovernable impulse as streetwalker's laugh still rings in her mind. She is watched by a female store detective who has her arrested.

CONTINUED ON PAGE 88

the beauty of it...

Telechron electric clocks can't run wrong!

and they start at \$450*



TRIBUTE

An amazingly new and unusual model. Delicate, pale gold-colored "sun-ray" dial. Brass cylindrical base. Full-vision crystal. With alarm.

\$1095*



GUAVE

There's new, dazzling beauty for your home in this daringly different design. The case is actually a shining ball of crystal glass! Gold-colored numerals and hands.

\$1995*

Silent. No winding, oiling, regulating.

Choose from 29 lovely Telechron electric clocks
for every room in your home!

Full-year written warranty.

Telechron®

Telechron's famous Synchro-Sealed Motor is synchronized perfectly with local electric power plants, so it has to run right!

*Prices and specifications subject to change. Prices plus existing tax. Telechron Inc., Ashland, Mass. A General Electric Affiliate.

*For Smokers
who want
The
Finest*

"That's when I began
to love Cigars," say
smokers of Robt. Burns
Panatelas de Luxe.



Robt. Burns
Panatelas de Luxe

2 for 27¢

THE SOPHISTOCRAT OF CIGARS

Notes for a Movie CONTINUED

THESE TENSE SCENES ARE IN PLAY



FAMILY CRISIS, which can be transplanted from play to film, arises when Mrs. Christie confesses crime to sympathetic son and daughter, and to her unsympathetic husband (left). She is to be tried on the eve of son's wedding.



WITH A PSYCHIATRIST (Anthony Ireland) Mrs. Christie breaks into hysterical mirth, similar to the streetwalker's praling laughter. He makes her face the true causes of her theft.



BITTER ACCUSATIONS are hurled at Mrs. Christie by her husband (Raymond Huntley), who says she has neurotic love for son. She honestly denies having consciously had such feelings, valiantly sets forth to save son's happiness.

What an idea !

For the
FILLING...
smoothest, richest
you ever
tasted !



*Make the world's best
pumpkin pie
this easy way...with
LIBBY'S!*

For the
CRUST...
sure-success and
flakiness in
a jiffy !



Never have you tasted such pumpkin pie as Libby's gives you. It's mellow as a harvest moon! That's because *Libby's* is made from specially cultivated *pie-pumpkins*...seasoned just right . . . and packed in Libby's own special way, to give a velvety, custard-rich consistency. With Libby's Pumpkin and the prize recipe on the label you'll be a *much-kissed* cook! Libby's comes in two sizes: No. 2½ can for two 9-inch pies; No. 303 can for one pie.

Libby, McNeill & Libby, Chicago 9, Illinois

WHAT A SNAP!

1. USE THE FAMOUS FILLING RECIPE printed on the back of every Libby's Pumpkin label. It gives the *perfect* proportions of pumpkin, spice, and evaporated milk for the most glorious pumpkin pie you ever tasted!
2. USE YOUR FAVORITE PIE CRUST MIX—for a flaky, easy crust.
3. SERVE—and get compliments galore!

What a woman!

*...that's what your man will say when you give him
homemade pumpkin pie like this*

Ever since some brilliant soul invented it, men have had a special hankering for homemade pumpkin pie. So whether or not you've had experience, now is the time to get under way with the new Pillsbury Pie Crust Mix. Words like "flaky," "tender," "delicious" can't even do justice to the golden-brown crust you'll make. And

it's so easy. Just add cold water. Pillsbury has developed a unique method of blending rich shortening into the finest of pastry flour, for simply marvelous results. For one of the extra treats this coming holiday, make your own homemade pumpkin pie with Pillsbury Pie Crust Mix. Recipe is on the package.

Easy, quick, with the new

Pillsbury PIE CRUST MIX



At your grocer's now—
your favorite brand of
pumpkin (also evapo-
rated milk) for filling.

3 full ounces—
ample for a big
9-inch, two-crust pie
or two pie shells.



*You and Ann Pillsbury
can make a great team*

3 Original Rogers Silverplated Tea-
spoons. Exclusive Lady Ann pattern
—only 50¢ and six coupon values.
Send to Pillsbury, Box 150, Minneapo-
lis, Minn. Complete silver service
available. Extra Value coupons with
all Pillsbury packages. Write for free
premium booklet.

What a Pie!

...when you make it yourself with rich smooth evaporated milk



Creamy-Smooth Pumpkin Pie

Ah! There's no taste quite so mellow and satisfying as that of golden, spicy pumpkin ... enhanced by the rich, smooth goodness of EVAPORATED MILK. You know it's made right ... to taste right ... with right ingredients. Baked to an inviting, autumn brown ... ah-h-h, here's a real treat for the family!

So many foods are made so good tasting and satisfying with EVAPORATED MILK. Foods like cream soup, omelets, custards, cakes, frostings, sauces, salad dressings ... and many more. Your cook-book teems with appetite-tempting EVAPORATED MILK recipes. Never be without EVAPORATED MILK ... "the food of 1,001 uses."

Unbaked 9-inch pastry shell
1 3/4 cups canned pumpkin
1 tablespoon butter
1/4 cup granulated sugar
3/4 cup brown sugar
1 tablespoon flour
1/2 teaspoon salt

1 1/4 teaspoons cinnamon
3/4 teaspoon ginger
1/4 teaspoon ground cloves
1/4 teaspoon nutmeg
3 eggs
1 1/2 cups evaporated milk
3/4 cup water

Prepare pastry with pie crust mix and fit into 9" pie pan. Chill in refrigerator. Heat pumpkin in saucepan over moderate heat for 10 minutes until somewhat dry, stirring frequently. Remove from heat. Stir in butter. Mix together the sugars, flour, salt, spices. Mix with hot pumpkin. Beat eggs slightly, add evaporated milk and water and gradually stir into pumpkin mixture, beating until smooth. Pour into pastry-lined pie pan. Bake in hot oven (475° F.) for 10 minutes, then reduce heat to moderate (350° F.) Bake 30 minutes longer. Serve warm or cold with whipped cream, sliced cheese or vanilla ice cream.

Smooth, Delicious Pumpkin Pie made with Evaporated Milk

AMERICAN DAIRY ASSOCIATION
"VOICE OF THE DAIRY FARMER"
20 N. Wacker Drive Bldg., Chicago 6, Illinois



Smooth, Delicious Pumpkin Pie made with Evaporated Milk
FOOD OF 1001 USES



VICTORIOUS COMMAND TEAM

The North African victory described by Mr. Churchill in this instalment of his memoirs was the first great test of the ability of Americans and British to work together in the field. Nothing like the close integration achieved by the Allies in this campaign had ever been seen in war before. This picture shows three of the men whose smooth cooperation at the top

level of command made this victory possible, and who went on working together to mount the Overlord offensive against the Germans in France a year later: General Dwight D. Eisenhower as Supreme Commander, Air Chief Marshal Sir Arthur W. Tedder as his deputy and Field-Marshal Sir Bernard L. Montgomery as a principal ground forces commander.

THE WAR MEMOIRS OF WINSTON CHURCHILL

THE END OF THE BEGINNING

Forecast of U.N. . . . The truth about the Balkan invasion statement . . .
Shangri-La . . . With African victory the Hinge of Fate had turned

COPYRIGHT 1950 IN U.S.A. BY TIME INC. (PUBLISHER OF TIME AND LIFE) AND THE NEW YORK TIMES COMPANY.
WORLD RIGHTS RESERVED. REPRODUCTION IN FULL OR IN PART IN ANY LANGUAGE STRICTLY PROHIBITED.

At the conclusion of the Casablanca Conference described in the previous issue, Mr. Churchill spent strenuous weeks of travel on various missions. He flew to Adana for a two-day secret meeting

I WAS more tired by my journeying than I had realised at the time, and I must have caught a chill. In the evening of the 16th my temperature suddenly rose, and Lord Moran, who had been watching me, took a decided view and told me that I had inflammation of the base of a lung. His diagnosis led him to prescribe a drug called M & B. The next day Dr. Geoffrey Marshall of Guy's Hospital was called in consultation. The doctors, supported by my wife, argued that I ought to quit my work entirely. I would not agree to this. What should I have done all day? They then said I had pneumonia, to which I replied, "Well, surely you can deal with that. Don't you believe in your new drug?" Doctor Marshall said he called pneumonia "the old man's friend." "Why?" I asked. "Because it takes them off so quietly." I made a suitable reply, but we reached an agreement on the following lines. I was only to have the most important and interesting papers sent me, and to read a novel. I chose *Moll Flanders*.

The days passed very slowly, but not without some enlivening diversion. A gentleman, Mr. Thomson, kindly presented me with a lion, who sent me a beautiful photograph of himself, with good wishes for my recovery. "Rota" was the lion's name, and I had to invoke the aid of the Duke of Devonshire, who was President of the Zoo, to provide him with a home. He was a male lion of fine quality and in eight years became the father of many children. One day the assistant secretary came with some papers. He was a charming man, highly competent, but physically on the small side. Indulging in chaff, I now showed him a magnificent photograph of Rota with his mouth open, saying, "If there are any shortcomings in your work I shall send you to him. Meat is very short now." He took a serious view of this remark. He reported to the office that I was in a delirium.

When I finished *Moll Flanders* I gave it to Dr. Marshall to cheer him up. The treatment was successful.

Stalin at this time sent me a film of the Stalingrad victory, with all its desperate fighting wonderfully portrayed. I was able in return to send our own film, just completed, of the Battle of Alamein, called *Desert Victory*.

March 29, 1943

Premier Stalin to
Premier Churchill.

"Yesterday, together with my colleagues, I have seen the film *Desert Victory*. . . . It makes a very

with the Turkish president in an effort to draw neutral Turkey closer to the Allied side. On the way back he stopped over at Cyprus and at points in North Africa. He arrived in London on Feb. 7, 1943.

strong impression. The film depicts magnificently how Britain is fighting, and stigmatises those scoundrels (there are such people also in our country) who are asserting that Britain is not fighting at all, but is merely an onlooker. Impatiently I will wait a similar film on your victory in Tunis. . . ."

To the President, who was ailing, I wrote: "I hope you will accept the accompanying copy of the new film *Desert Victory*. . . . I was so sorry to see that you have been ill, and I hope that you have fully recovered. I am feeling very much better, and hope soon to return to full work. . . ."

The President replied: "That new film *Desert Victory* is about the best thing that has been done about the war on either side. . . ."

"I think I picked up sleeping sickness or Gambia fever or some kindred bug in that hell-hole of yours called Bathurst. It laid me low. . . ."

"Please, please, for the sake of the world, don't overdo these days. Tell Mrs. Churchill that when I was laid up I was a thoroughly model patient, and that I hope you will live down the reputation in our Press of having been the 'world's worst patient.' . . ."

"The mounting Russian tide"

THE spring of 1943 marked the turning-point of the war on the Eastern Front. Even before the German Army at Stalingrad had been overwhelmed the mounting Russian tide had swept the enemy back all along the line. If Stalin could have come to Casablanca the three Allies might have worked out a common plan face to

face. But this could not be, and discussions were pursued by telegram. On January 26 we had told him of the military decision taken at our conference. He replied promptly: ". . . It is evident from your message that, contrary to your previous calculations, the end of operations in Tunis is expected in April instead of February. I hardly need to tell you how disappointing is such a delay. Strong activity of the Anglo-American troops in North Africa is more than ever necessary at this moment, when the Soviet armies are still in a position to maintain their powerful general offensive. . . ."

"It is evident from your message also that the establishment of the second front, in particular in France,



LION OF VICTORY gets a prime ministerial pat while in Mrs. Churchill's arms. Cub is Tunis whose father Rota was presented to Churchill by a well-wisher in 1943. Others of Rota's cubs bear names of North African victories: Alamein, Mareth, Bizerta.



The latest and greatest advancement in self-winding watches is the Girard-Perregaux Gyromatic. Its pendulum rotates 360°. Winds in either direction, in any position, yet never overwinds. Movement and winder easily disassembled. Result: a thinner, more dependable, more easily serviced watch.

It winds itself!

It shrugs off shock

and works under water!

It's the handsome, carefree

GYROMATIC*

GIRARD-PERREGAUX presents the first truly perfected self-winding watch—the new, thin and handsome Gyromatic. It's the one fine watch that needs no watching. Takes shocks, knocks and repeated dunkings in its stride without missing a single, accurate beat. So sensitive, the slightest movement keeps it wound. So ingeniously simple, you need never fear expensive repairs. Smartly styled gold-filled case. Second-splitting sweep hand. 17-jewel movement. At selected jewelers.

*Reg. U. S. Pat. Off.



Water resistant. Shock protected. Gold filled. 17 jewels—\$65.00 (tax excl.)
Other Gyromatics from \$55.00

GIRARD PERREGAUX

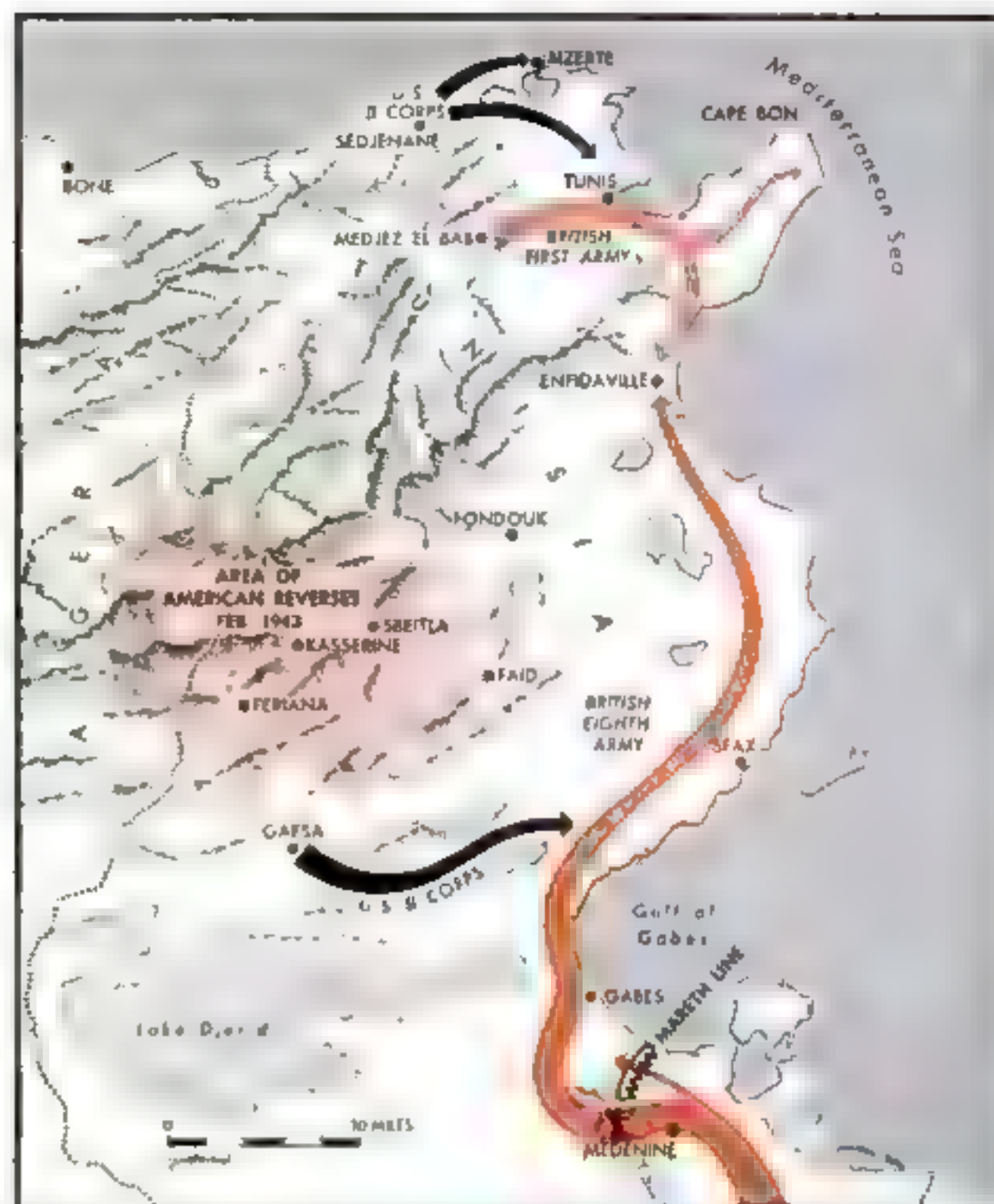
FINE WATCHES SINCE 1791

30 ROCKEFELLER PLAZA, NEW YORK 20 In Canada: Hamilton, Ontario

CHURCHILL'S MEMOIRS CONTINUED

is envisaged only in August-September. . . . In order not to give enemy any respite it is extremely important to deliver the blow from the West in the spring or in the early summer. . . .

"We have reliable information to the effect that since the end of December, when the Anglo-American operations in Tunis for some reason were slowed down, the Germans transferred twenty-seven divisions . . . to the Soviet-German front. . . ."



DEFEAT AND VICTORY IN TUNISIA

The low point of Allied fortunes in Tunisia was reached in mid-February 1943, when a surprise attack through Faid caught the U.S. II Corps off balance and forced them to give up Sbeitla, Fériana and Kasserine, where the American retreat through the mountain pass resembled a rout. Within 11 days, however, Americans regained the ground lost. When Montgomery's Eighth Army swept triumphantly past the barrier of the Mareth Line and up the east coast, it met the II Corps northwest of Gabès. The final blows against the Axis in Tunisia were struck in the north: the British First Army, under General Anderson, took the capital, Tunis, made the cleanup in Cape Bon and met the Eighth Army north of Enfidaville; the U.S. II Corps, which had meanwhile been transferred to the north, took the port of Bizerte.

THE Eighth Army crossed the frontier into Tunisia on February 4, thus completing the conquest of the Italian Empire by Great Britain. Although the speed of the advance from the east had surpassed expectations, the Allied situation in mid-February was anxious. The severe losses inflicted by sea and air had not prevented the enemy from building up a force of fourteen divisions. The Allies had only nine divisions available, of which two of the French XIX Corps were ill-equipped. The U.S. II Corps was still incomplete; of its divisions only the 1st Infantry and 1st Armoured Division were on the front.

Rommel concentrated a striking force of two German Divisions east of Faid (map, above) in order to throw back the U.S. II Corps and prevent them from coming down on his flank and rear while he was engaged against the Eighth Army. The attack began on February 14. It had been mistakenly expected that the main blow would come through Fondouk and not Faid. Consequently the 1st U.S. Armoured Division was much dispersed; only half of it was south of Fondouk to take the shock. It was overborne and there was much confusion. On the 17th, Kasserine, Fériana and Sbeitla were in German hands.

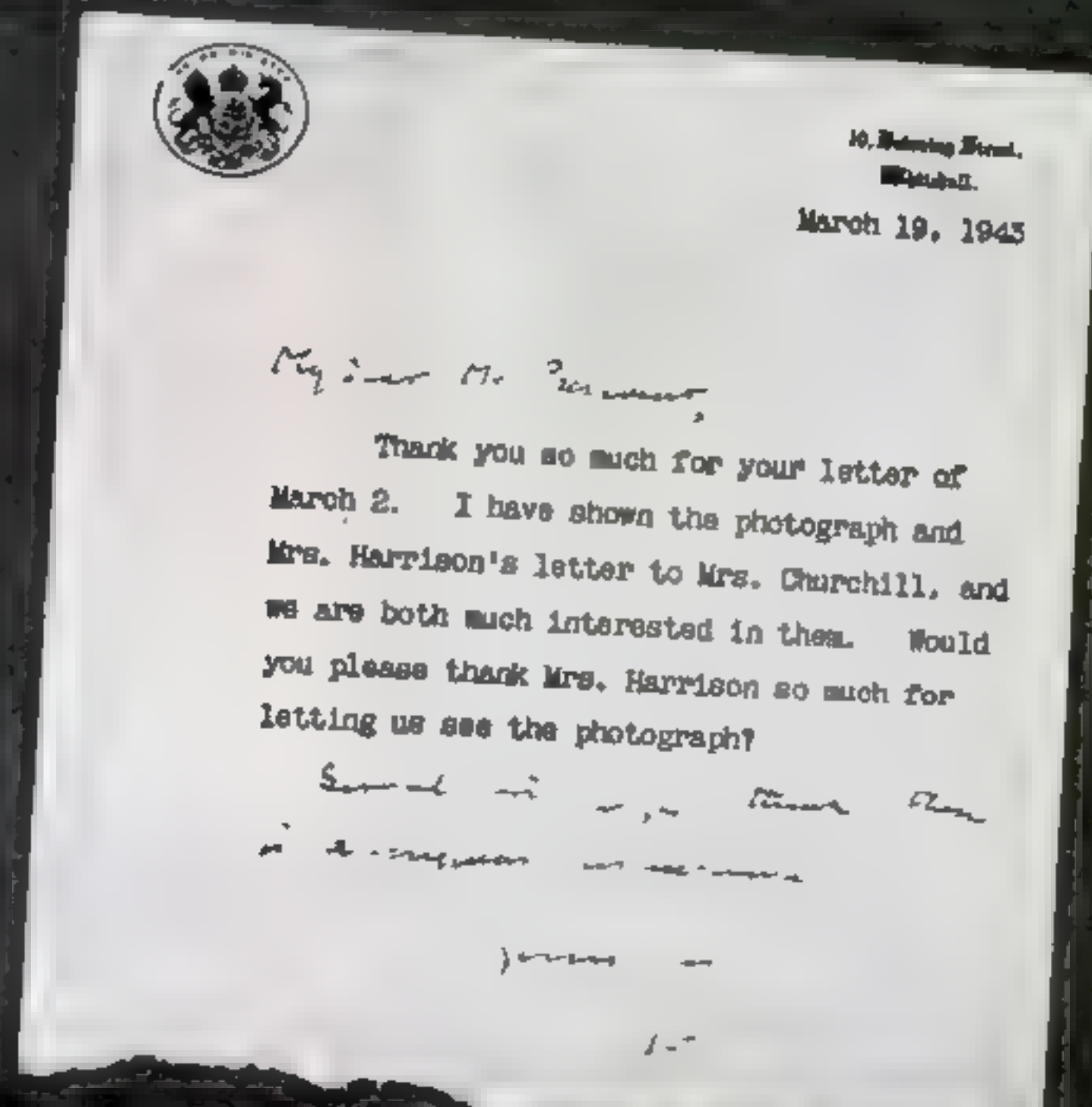
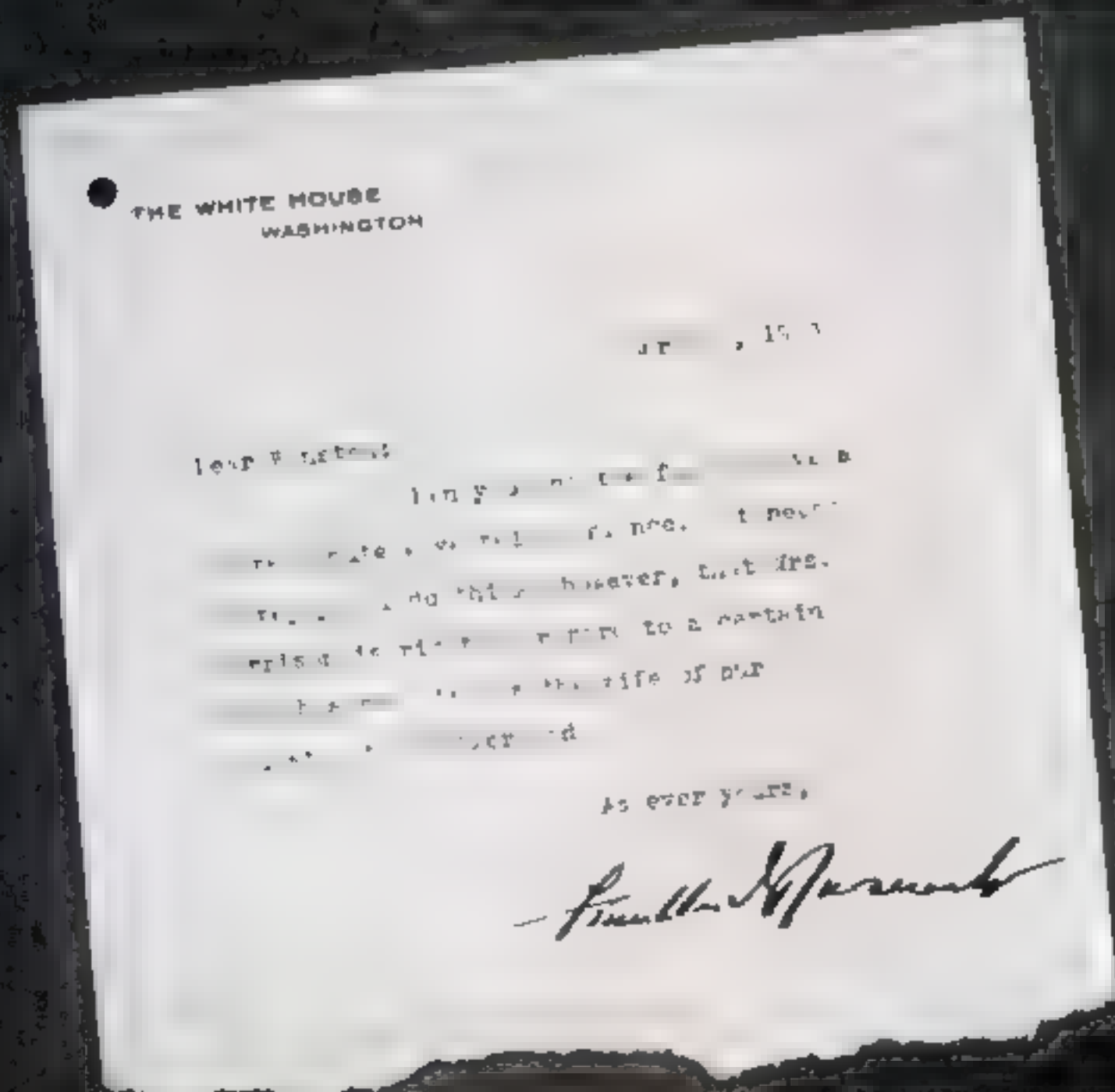
CONTINUED ON PAGE 27



AN AMERICAN CHURCHILL

In March 1943 Roosevelt sent Churchill a photograph of the portrait shown above, the letter reproduced below (left) and a copy of a letter by Mrs. Leland Harrison. Mrs. Harrison's letter explained that the portrait, which she believed resembled Winston Churchill, was of her

great-great-grandfather, an American general named Sylvester Churchill who died in 1862. He was probably distantly related to Mr. Churchill's family. The last sentence of the Prime Minister's reply (below, right) reads: "Several good judges think there is a singular resemblance."



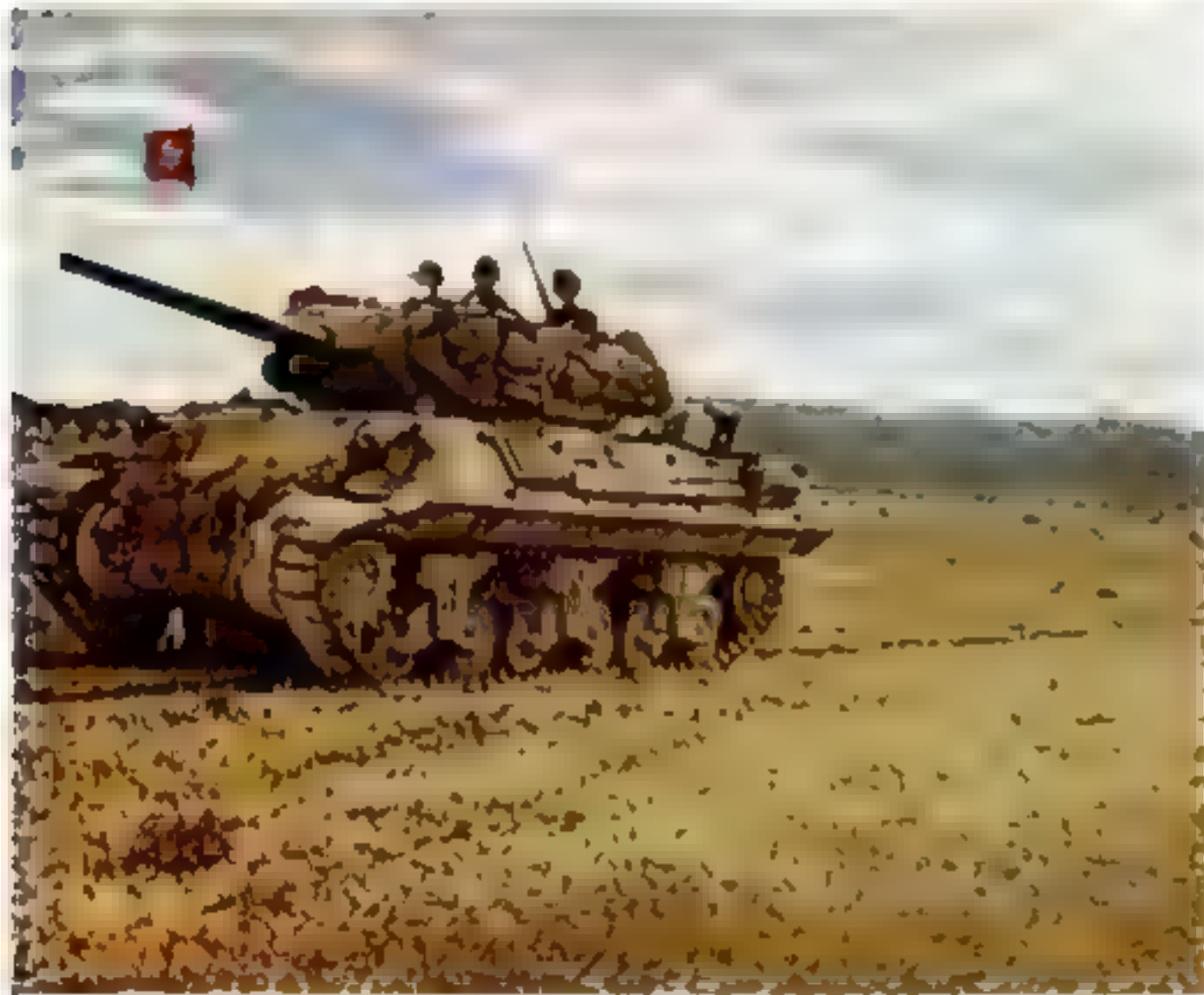
TUNISIA: U.S. FORCES IN ACTION



GENERAL PATTON, pearl-handled pistol on hip, watches advance on Gafsa-Gabes road. He took over II Corps after Kasserine Pass defeat.



A 155-MM GUN, hidden under netting to protect it against enemy reconnaissance, is fired by its American crew in the El Guettar Valley.



TANK DESTROYER with a red identification flag on its radio aerial sets off to look for enemy armor in the battle for the town of El Guettar.



ENEMY ARMORED VEHICLE burns in the El Guettar Valley. The fighting there, during March 1943, was mostly a tank and artillery duel.



ITALIAN PRISONERS, usually happy to be captured and out of the war, cheerfully play cards and kibitz in a foxhole behind barbed wire.



IN GERMAN CEMETERY discovered by the Allies near Tunis, the graves are planted with flowers and bear replicas of the Nazi Iron Cross.

Rommel now struck northwards. He was met and held by the 1st Guards Brigade and a detachment of the U.S. 9th Division. Kasserine and Fériaana were reoccupied by our forces on February 27 and Sbeitla on the 28th, and later our original line was re-established.

Realising that as soon as the Kasserine battle was over Rommel would certainly turn upon him, Montgomery established his three forward divisions in position about Medenine. On March 6 Rommel made four major attacks, using all three of the German Panzer divisions. Every attack was beaten off with heavy loss. The enemy withdrew, leaving on the field fifty-two tanks destroyed by gunfire. We lost no tanks and only 130 killed and wounded. This was probably Rommel's sharpest rebuff in all his African exploits. Moreover, it was his last action there. Shortly afterwards he was invalided for Germany, and Von Arnim succeeded him.

Mr. Churchill goes on to describe how Montgomery, always making "his characteristic use of the artillery," beat the Germans back from the Mareth Line near the Tunisian-Libyan border and then pursued them north. Northwest of the town of Gabès a meeting took place which Mr. Churchill describes as follows:

On April 7 a patrol of the 4th Indian Division met one from the U.S. II Corps. The American greeting "Hello, Limey," although not understood, was accepted with the utmost cordiality. The two armies which had started nearly two thousand miles apart were now at last joined together.

Alexander decided that the main attack on Tunis must come from the west. On May 6 the culminating attack was launched. *General Alexander to Prime Minister.* May 11, 1943

"... I expect all organised resistance to collapse within the next forty-eight hours, and final liquidation of whole Axis forces in the next two or three days. I calculate that prisoners up to date exceed 100,000 but this is not yet confirmed, and they are still coming in. Yesterday I saw a horse-drawn gig laden with Germans driving themselves to the prisoners' cage. As they passed we could not help laughing, and they laughed too. The whole affair was more like Derby Day. . . ."

At 2:15 p.m. on May 13 Alexander signalled to me:

"Sir: It is my duty to report that the Tunisian campaign is over. All enemy resistance has ceased. We are masters of the North African shores."

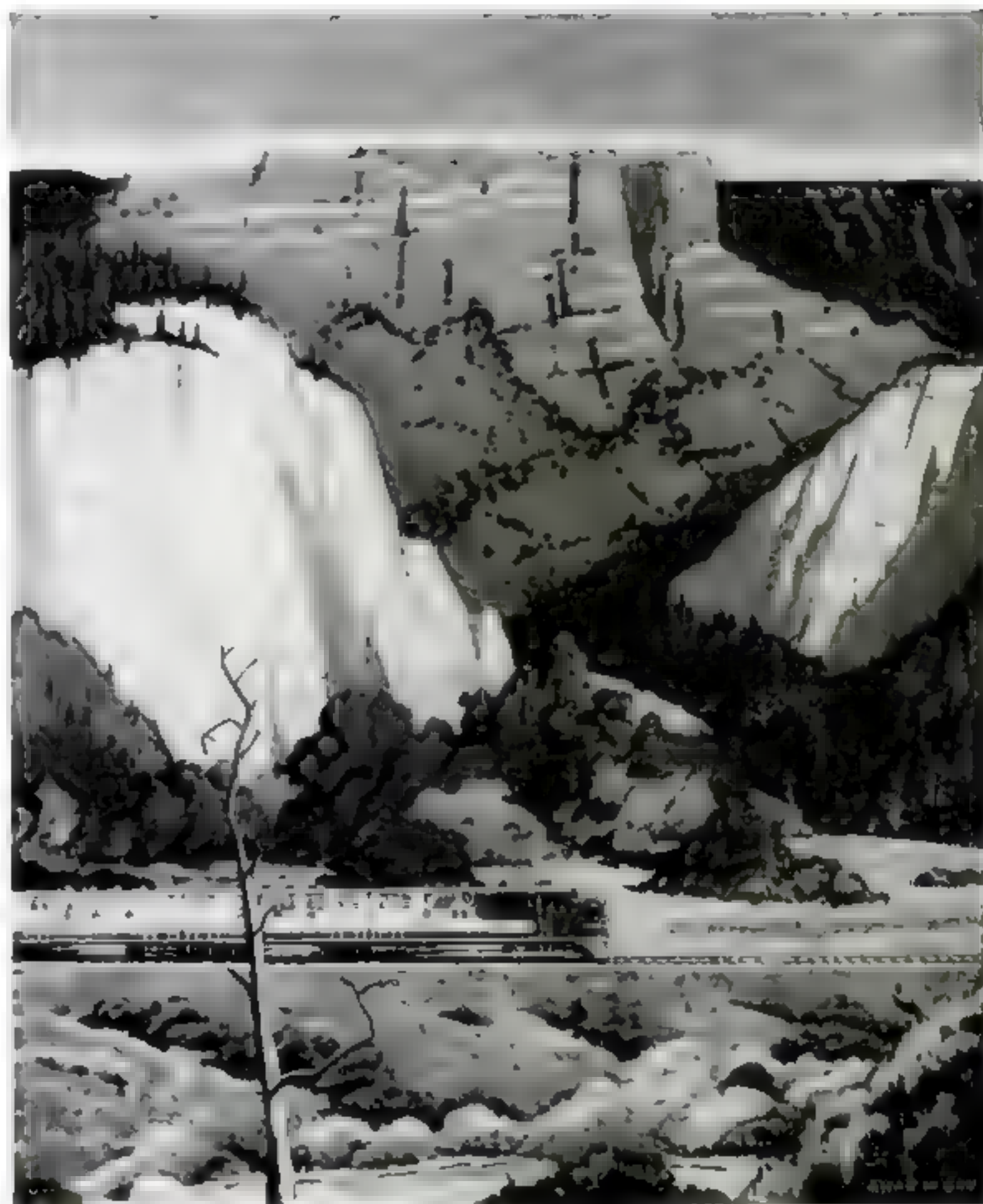
NO one could doubt the magnitude of the victory of Tunis. It held its own with Stalingrad. Africa was clear of our foes. One continent had been redeemed. In London there was, for the first time in the war, a real lifting of spirits. Parliament received the Ministers with regard and enthusiasm, and recorded its thanks in the warmest terms to the commanders. I had asked that the bells of all the churches should be rung. I was sorry not to hear their chimes, but I had more important work to do on the other side of the Atlantic.

It was decided to go by sea. We left London on the night of May 4, and went aboard the *Queen Mary* in the Clyde on the following day. The ship had been admirably fitted up to meet all our needs. The whole delegation was accommodated on the main deck, which was sealed off from the rest of the ship.

All kinds of clever precautions had been taken to conceal the identity of the passengers in the *Queen Mary*. A number of notices had been put up in Dutch to suggest that Queen Wilhelmina and her suite were travelling to America in the ship. Ramps were ostentatiously built in the passages so that a wheel chair could traverse them smoothly. This was in order to start a rumour that the President of the United States and a considerable staff were to be brought to England on the return voyage. The more tales, the more safety. So effective were the cover plans that even some members of the Cabinet Office staff, who had embarked in the *Queen Mary* for the Hot Springs Food Conference, were dumbfounded to see us board the ship. About five thousand German prisoners were already on board. It had been suggested that they should be transferred to another ship, but I could not see what harm they could do to us.

On May 11 we arrived off Staten Island. We immediately

CONTINUED ON NEXT PAGE



Ride Great Trains through a Great Country

Something western and wonderful happens to you on a Santa Fe trip through the great Southwest.

Via Santa Fe you enjoy this colorful land at eye level . . . experience it close up.

On any one of Santa Fe's fleet of trains, you get privacy . . . room to roam around . . . solid comfort. You choose accommodations to suit yourself . . . select your meals from a Fred Harvey menu.

And, of course, you board the Santa Fe at a downtown station . . . leave on schedule regardless of the weather . . . arrive relaxed, refreshed.

Yes, for a wonderful trip and for the memories you keep, go Santa Fe—all the way!



R. T. Anderson, General Passenger Traffic Manager, Santa Fe System Lines, Chicago 4.

BEST WAY TO BETTER COFFEE



UNIVERSAL

Coffeematic

with the exclusive Flavor-Selector

**NO GUESSING! NO WATCHING!
NO BOWLS TO REMOVE!**

The best way to better coffee is with this most popular of all coffeemakers. For Coffeematic brews coffee *automatically to your taste . . . signals when coffee is ready and keeps it at perfect serving temperature without increasing strength until you're ready.*

And Coffeematic is complete in itself—no extra parts to add or lift off. For the same perfect coffee time after time, simply set the Flavor-Selector at Mild, Medium or Strong. Brewing starts in seconds . . . delicious clear coffee is made without boiling.

Coffeematic, finished in lustrous chrome for a lifetime of service, is a beautiful addition to any table setting.

*Price is Fair Traded in states where appropriate Fair Trade Acts exist.



NO GUESSING—NO WATCHING

Flavor-Selector automatically assures correct strength . . . Mild, Medium or Strong. Just set it and forget it . . . Redi-Life will come on when coffee is ready to pour.



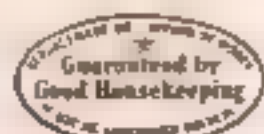
NO REHEATING—NO DRIPPING

Heat-Sentinel reduces current automatically when brewing stops. Keeps coffee "just right" 'til poured. Non-Drip spout is perfectly designed for pouring at the table.

QUALITY AND VALUE SINCE 1842

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



CHURCHILL'S MEMOIRS CONTINUED

entrained for Washington. The President was on the platform to greet me.

For the week-end of May 15 the President proposed to take me, not to Hyde Park, but to Shangri-La, which was the name he gave the mountain refuge, about 2,000 ft. high, in the Catoctin Hills, in Maryland, where he sheltered, whenever the chance offered itself, from the stifling heat and buzz of Washington. We had a dispute about where we should sit in the car for this three-hour journey. Alike by his rank and from his infirmity there was only one place for the President. Mrs. Roosevelt wished to sit in one of the small front seats, and put me next to the President. I would not have this, and the British Empire went into action. After about three minutes' conflict of wills I won, and Mrs. Roosevelt took her proper place by her



DEBARKING AT STATEN ISLAND

The *Queen Mary* stopped off Staten Island in May 1943, and Churchill went down the gangplank to the cheers of the crew. He was arriving for fifth wartime meeting with F.D.R. But it was the first time they could discuss exploitation of a victorious campaign.

husband's side. Harry Hopkins filled the fourth seat, and we whirled off amid our cyclist escort. After about two hours we reached the town of Frederick. I had of course visited the famous battlefield of Gettysburg some years before, but I now made inquiries about Barbara Fritchie and her house. This moved Harry Hopkins to quote the famous lines:

"Shoot, if you must, this old grey head,
"But spare your country's flag," *she said.*

When it was clear that no one else in the car could add to this quotation I started out:

Up from the meadows rich with corn,
Clear in the cool September morn,
The clustered spires of Frederick stand . . .

and sailed steadily on:

Up rose old Barbara Fritchie then,
Bowed with her threescore years and ten;
Bravest of all in Frederick town,
She took up the flag that the men hauled down.

.....
"Shoot if you will this old grey head,
"But spare your country's flag" . . .

At this point they all joined in the chorus:

she said.

I got full marks for this from my highly select American audience, none of whom corrected my misquotations, and was encouraged to discuss at some length the characters of Stonewall Jackson and Robert E. Lee, two of the noblest men ever born on the American continent.

After a while silence and slumber descended upon the company,

CONTINUED ON PAGE 181

"What a Sensation!"

says Arthur Godfrey

Reddi-wip
and Pumpkin Pie



Hold everything! Never before has there been a pumpkin pie season like this one. Reddi-wip has been discovered! And Reddi-wip turns always-popular pumpkin pie into a glamorous, super-delicious treat *that makes you, as a hostess, sensational!*

Reddi-wip is magic! At the merest touch of your finger, out swirls fresh, rich cream, whipped automatically. It glorifies all your desserts—converts your simplest, most easily prepared ones into exciting treats that win cheers from your whole family. Wise is the woman who keeps Reddi-wip in her refrigerator and uses it each day.

Reddi-wip is inexpensive—with dozens of servings in each can. It saves work and time, yet enhances home-served meals in the best modern manner.

So you'll want to serve pumpkin pie more often than ever this season—and always with Reddi-wip. You'll want to use it as a de luxe time-saving frosting for all your time-saving mixes—and to top all your pies, gelatins, puddings, custards and fruit.

Ask your grocer or milkman today for Reddi-wip. *Be sensational* with pumpkin pie—and all your desserts!



SH CREAM • VANILLA • SUGAR

Reddi-wip



ASK FOR

Reddi-wip

FROM YOUR MILKMAN OR GROCER

REDDI WIP, INC., St. Louis 8, Mo.

SUCCESS STORY
IN 4 WORDS:

“Makes drinks taste better!”

THE
BEST-BALANCED
MIXER IN THE
WORLD...MAKES
EVERYTHING
TASTE BETTER!

SPECIALLY PROCESSED
FOR PURITY
TO BRING OUT
THE FULL FLAVOR
OF YOUR DRINK!

PIN-POINT CARBONATION
KEEPS YOUR DRINK
LIVELY LONGER!



Enjoy the World's
Largest-Selling Club Soda

More people buy Canada Dry Sparkling Water than any other brand. Canada Dry Water's exclusive "FLAVOR-BALANCED FORMULA" actually makes drinks taste better. No other club soda can do so much for your highballs . . . and for your reputation as host.

as we climbed with many a twist and turn up the spurs of the Alleghenies. Soon we arrived at Shangri-La, which was in principle a log cabin, with all modern improvements.

The President had been looking forward to a few hours with his stamp collection. General "Pa" Watson, his personal aide, brought him several large albums and a number of envelopes full of specimens he had long desired. I watched him with much interest and in silence for perhaps half an hour as he stuck them in, each in its proper place, and so forgot the cares of State. But soon another car drove up to the door, and out stepped General Bedell Smith, quick-winged from Eisenhower's headquarters, with a budget of serious questions on which decisions were urgently required. Sadly F.D.R. left his stamp collection and addressed himself to his task.

On this week-end was discussed the question of my meeting Madame Chiang Kai-shek. She was at this time in New York, and intimated that she would be glad to receive me there. I did not feel able to make so long a journey. The President therefore invited the lady to lunch with him to meet me at the White House.



FISHING AT SHANGRI-LA

At Shangri-La, F.D.R.'s mountain retreat in Maryland, Churchill and Roosevelt did some fishing but caught nothing. Churchill remarks that Roosevelt "evidently . . . had the first quality of an angler, which is not to measure the pleasure by the catch."

The invitation was refused with some hauteur. Madame was of the opinion that I should make the pilgrimage to New York. It was my strong desire to preserve unity in the Grand Alliance, and I offered to go half-way if she would do the same. This offer was however considered facetious, so I never had the pleasure and advantage of meeting this lady until the Cairo Conference.

On Sunday the President wanted to fish in a stream which flowed through lovely woods. He was placed with great care by the side of a pool, and sought to entice the nimble and wily fish. I tried for some time myself at other spots. No fish were caught, but he seemed to enjoy it very much, and was in great spirits for the rest of the day. On the Monday we had to leave this agreeable cool abode, and descended the Alleghenies for the really great heat of Washington. On the journey back through Frederick I asked to be shown Barbara Fritchie's house. I was surprised to see it was only one and a half storeys high. I had always pictured it as at least three, if not four, and I had considered exactly how far the heroic dame would have had to stand back from the sill to be safe from an upward volley from the street. It now appeared that the famous window, which I saw for the first time, was only about twelve feet from the ground, and it was clear that the Confederates must have taken great care to avoid doing her any harm. Thus the story ended well for both sides, and Harry Hopkins solemnly repeated:

"Shoot, if you must, this old grey head,
"But spare your country's flag," she said.

CONTINUED ON NEXT PAGE

Shoes for

MEN

Always correct, always
in good taste — this straight-tip
half brogue by Roblee. Smooth,
rich brown leather, with good
looks that stay fresh.
Free and easy Roblee fit.
You can't match it,
at Roblee's smart
and sensible price!

Most Roblees
are only...

10.95 to 14.95
Some styles higher.

Ask your Roblee dealer for
No. B446. . . . For the name
of your nearest dealer,
write Roblee, Brown Shoe
Company, St. Louis.

Roblee Jrs. . . . shoes like
dad's . . . at Roblee dealers
now. 8.50-9.50



Roblee.

I WEAR FALSE TEETH

YET MY MOUTH FEELS
FRESH, CLEAN AND COOL
No "DENTURE BREATH" for me*



"POLIDENT is wonderful. It leaves my plate feeling cool, and clean, and fresh-tasting. And I know I'm safe from Denture Breath."

Mrs. O. C., Clear Lake, Iowa

YOU know what Mrs. O. C. means, don't you? It's a wonderful feeling to know that you're not offending friends with Denture Breath. And it's great when your plates feel clean and cool and fresh—from their Polident bath.

Soak your plates in Polident every day. It's so easy and quick. And Polident soaks into every corner and crevice—places brushing never seems to reach.

Remember—those dental plates of yours need the special care of a special denture cleanser. Don't brush them. Soak them in Polident (for only about a cent a day) to keep them sparkling with the original natural look—and free from Denture Breath! So get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH?



Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back

POLI-GRIP

Made and guaranteed by POLIDENT

ON May 22 I had an important conversation on the structure of post-war settlement at luncheon at the British Embassy. The Vice-President, Mr. Wallace, the Secretary of War, Mr. Stimson, the Secretary of the Interior, Mr. Ickes, the Chairman of the Foreign Relations Committee of the Senate, Senator Connally, and the Under-Secretary of State, Mr. Sumner Welles, were invited and apprised of the topic beforehand. The Embassy staff kept a full record of the statement which I made.

I said that the first preoccupation must be to prevent further aggression in the future by Germany or Japan. To this end I contemplated an association of the United States, Great Britain, and Russia. If the United States wished to include China in an association with the other three, I was perfectly willing that this should be done. On these Powers would rest the real responsibility for peace. They, together with certain other Powers, should form a Supreme World Council. Subordinate to this World Council there should be three Regional Councils, one for Europe, one for the American Hemisphere, and one for the Pacific.

As for Europe I thought that after the war it might consist of some twelve States or Confederations, who would form the Regional European Council. It was important to re-create a strong France, for the prospect of having no strong country on the map between England and Russia was not attractive. Moreover, I said that I could not easily foresee the United States being able to keep large numbers of men indefinitely on guard in Europe. Great Britain could not do so either. No doubt it would be necessary for the United States to be associated in some way in the policing of Europe, in which Great Britain would obviously also have to take part.

Mr. Wallace thought that the other countries would not agree that the World Council should consist of the four major Powers alone. I agreed, and said that to the four Powers should be added others by election in rotation from the Regional Councils. The central idea of the structure was that of a three-legged stool—the World Council resting on three Regional Councils. But I attached great importance to the regional principle.

Force would clearly be required to see that peace was preserved. I suggested an agreement between the United Nations about the minimum and maximum armed forces which each would maintain.

Finally I said I could see small hope for the world unless the United States and the British Commonwealth worked together in fraternal association. I should like the citizens of each, without losing their present nationality, to be able to come and settle and trade with freedom and equal rights in the territories of the other. There might even be some common form of citizenship.

I made two other suggestions, both of which carried warm assent. First, that after the war we should continue the practice of Combined Staff conversations, and, second, that we should by constant contact take whatever steps were necessary to ensure that the main lines of our foreign policy ran closely together.

Mr. Wallace said to the Ambassador as he left that it was the most encouraging conversation in which we had taken part for the last two years. I was of course careful to explain that I was expressing only personal views.

The meetings of the British and American staffs in Washington at this time revealed considerable disagreement. Churchill wanted Italy put on the program after Sicily, which the Casablanca meetings, as related in last week's issue, had made the next target after the completion of the North African campaign. But the Americans, including Chief of Staff General Marshall, were not ready to accept this plan as a firm decision, and thought that Sardinia might be next. Mr. Churchill, as he explains below, would not give up his strategic plans.

The President had not seemed ready to press his advisers to become more precise on the invasion of Italy, but as this was the main purpose for which I had crossed the Atlantic I could not let the matter rest. On May 25 I appealed personally to the President to let General Marshall come to Algiers with me. General Marshall said that he was perfectly willing to do this.

It had been agreed that the President and I should draft the statement to be made to Russia about the conference. We made several

CONTINUED ON PAGE 104

MEAT TEAM AT WORK



HERE'S WHERE BACON COMES BY ITS FLAVOR. "Bacon trees," their branches loaded with fragrant slabs of bacon, are pulled out of the smokehouse of a St. Louis meat packing plant by Robert Abernathy.

Makin' Bacon

Unlike its breakfast companion, the egg (which the hen provides in a neat package ready for the pan), bacon isn't bacon at all when it comes from the farm. It's just part of a pig.

The pig arrives at the meat packing plant in one piece. It may leave in as many as 80 different products. Some of the disassembled cuts, like loins and spareribs, are rushed right to your retailer or restaurant to be served up as fresh pork.

But bacon is one of those cuts that stays on for a while in the meat packer's curing rooms and smokehouses while it develops its fine flavor.

You can be as sure of your breakfast bacon as your morning newspaper because your meat-man and millions of other people, from farm, to plant, to store, make bacon their business.

These pictures show some of the members of the Meat Team, and some of the steps the meat industry takes to keep the supply of America's favorite breakfast food coming from farm to frying pan.

American Meat Institute

Headquarters, Chicago • Members throughout the U. S.



RAISING IT. Corn raised on the farm of A.L. Mommensen & Son, Gooselake, Iowa, never leaves the place—as corn. Above, Delbert Mommensen feeds it to big-eating, fast-growing pigs. Others in the background serve themselves at the supplement feeder.



SLICING IT. In a St. Louis plant an efficient machine takes a slab of bacon and, in less time than it takes to read this paragraph, lays it out in neatly stacked slices—ready to be weighed into handy store-size packages. Dorothy Gunter, above, gives the bacon a final grading for quality.



CHOOSING IT. Some like it thin, some like it thick, some like it smoky and some like it mild. So meat man William G. King, Jr., of St. Louis County, like most meat retailers everywhere, offers his customers several brands of bacon—both in the piece and ready-sliced.

**WRITES WITH SPEED AND EASE
UNMATCHED BY ANY OTHER
BALL-POINT PEN**

AMAZING, EXCLUSIVE...

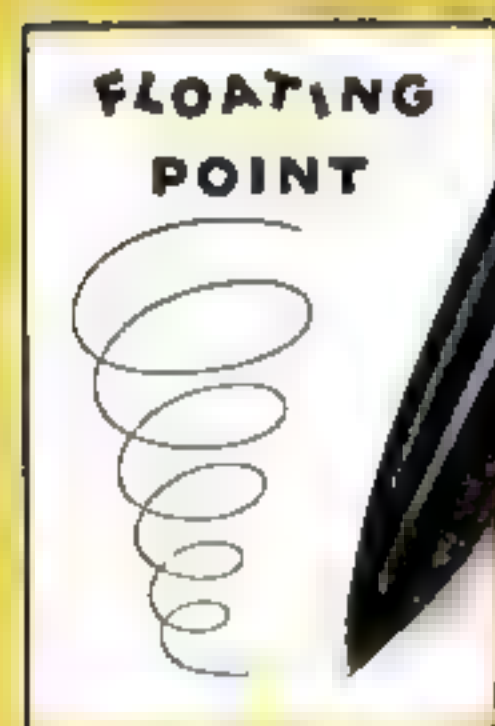
Floating Point

YOURS ONLY WITH

EVERSHARP

Repetition

BALL-POINT PEN



AMAZINGLY PRICED
AT ONLY

\$1.00

On Sale At Good Stores Everywhere

**No other ball-point pen
gives you all these great features!**

AUTOMATICALLY,
this *Floating Point* ad-
justs to your writing
pressure—ends “finger
fatigue”. Writes so
smoothly it speeds your
very thinking.

EXTRA-LONG
Kimberly Cartridge
doubles your writing
mileage. It carries the
largest ink supply ever
... writes on and on
without refilling.

GLEAMING
Gold-Colored Cap and
rich plastic barrel. Now
at only \$1.00—buy *sev-
eral* ... for yourself,
your friends ... or as
welcomed business gifts.

©1950, Eversharp Inc., N. Y. C.

CHURCHILL'S MEMOIRS CONTINUED

drafts, which were typed at once and brought back. These were corrected again and again, until they were almost illegible with our scribbles. We were puzzling what to put in and what to leave out. Finally, at two o'clock in the morning, I said, much to the President's relief, “Let me take it away with me tomorrow. I will tidy it up and send it back to you from Botwood.” He was content with this. I added, “It would be a good thing if Marshall came with me. There is plenty of room in the plane.” We rose to go to bed, worn out by the ceaseless mental toil. At this moment General Marshall appeared. Although it had been decided that he should come to North Africa, he had not apparently expected to fly in the same plane with me or at exactly the same time. He had therefore come to say good-bye. But now the President said to him, “Why don't you go with Winston? You can talk over the Russian communiqué

CHURCHILL ON THE KATYN MASSACRES

Katyn is a small town 250 miles southwest of Moscow whose name is associated with the worst military atrocity story that came out of Europe in World War II. Here, the Germans announced in April 1943, they found the bodies of thousands of Polish officers in mass graves. The number later was put at more than 10,000 officers and men. In this volume of his memoirs, Mr. Churchill relates that after the Soviets overran eastern Poland in September 1939 they interned about 15,000 Poles in three camps in western Russia. Even after the German invasion of Russia, which caused the Soviets and Poland to become uneasy allies and led to the release of Polish internees to serve in the Polish army, nothing was ever heard of the men from these three camps. The Germans claimed, writes Mr. Churchill, “that the executions dated back to the spring of 1940, when the area was under Soviet control.” A Russian statement issued in January 1944 declared, says Mr. Churchill, “that the three camps were not evacuated in time, owing to the rapidity of the German advance, and that the Polish prisoners fell into German hands and were later slaughtered by them. This version, to be believed, involves acceptance of the fact that nearly 15,000 Polish officers and men, of whom there was no record since the spring of 1940, passed into German hands in July 1941 and were later destroyed by the Germans without one single person escaping and reporting, either to the Russian authorities or to a Polish Consul in Russia or to the Underground Movement in Poland. When we remember the confusion caused by the German advance, that the guards of the camps must have fled as the invasion came nearer, and all the contacts afterwards during the period of Russo-Polish co-operation, belief seems an act of faith. . . .

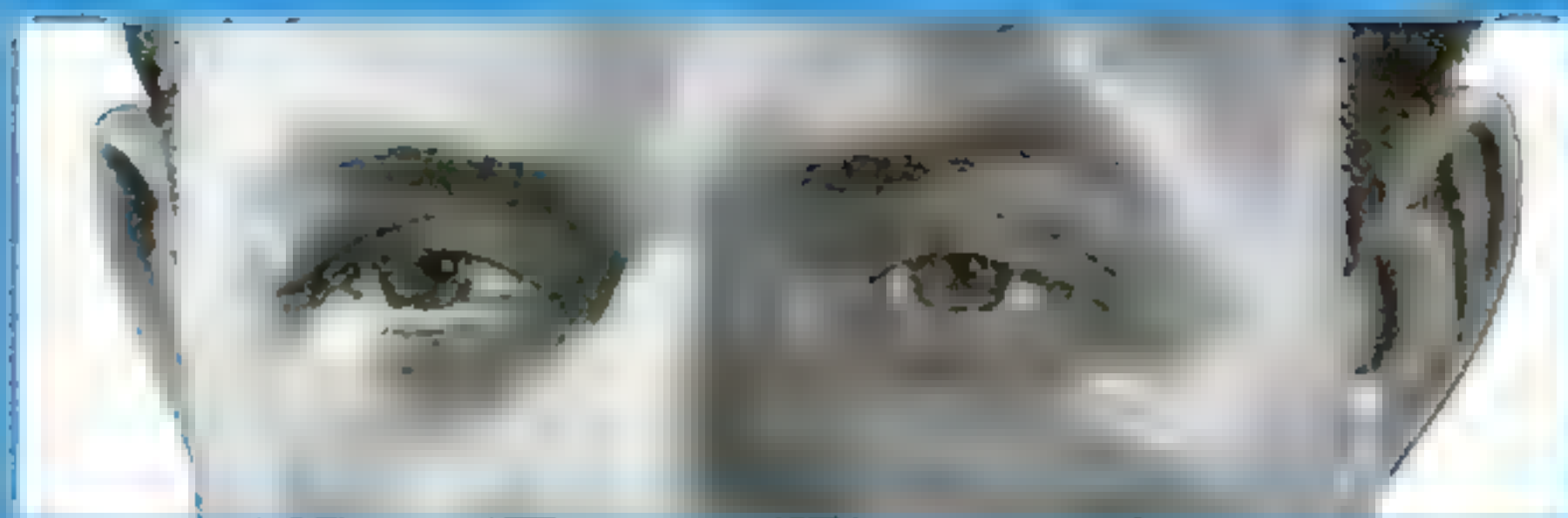
“In the trials of Germans at Nuremberg for war crimes the murder of the Poles at Katyn was mentioned in the indictment of Goering and others. . . . It was decided by the victorious Governments concerned that the issue should be avoided, and the crime of Katyn was never probed in detail. The Soviet Government did not take the opportunity of clearing themselves of the horrible and widely believed accusation against them and of fastening the guilt conclusively upon the German Government. . . .”

together.” The General was surprised, but waved his hand agreeably and said, “I will be there.”

As soon as we were in the air I addressed myself to the Russian communiqué. As I found it very hard to make head or tail of the bundle of drafts, with all our emendations in the President's scrawls and mine, I sent it along to General Marshall, who two hours later presented me with a typed fair copy. I was immensely impressed with this document, which exactly expressed what the President and I wanted, and did so with a clarity and comprehension not only of the military but of the political issues involved. It excited my admiration. Hitherto I had thought of Marshall as a rugged soldier and a magnificent organizer and builder of armies—the American Carnot. But now I saw that he was a statesman with a penetrating and commanding view of the whole scene. I was delighted with his draft, and also that the task was done. I wrote to the President that it could not be better, and asked him to send it off with any alterations he might wish, without any further reference to me. The President did not alter a word.

CONTINUED ON PAGE 107

Can't you always tell when he's "UNDER PRESSURE"?



help him

out with

tea



It shows in his eyes, the hunch of his shoulders, the way he picks at his food. When a tired man comes home "under pressure," a wife can always tell.

What can you do to help him? See that he gets plenty of sleep and the right food, of course. But have you given any thought to his hot mealtime drink? Does his present one lift him up, or key him up?

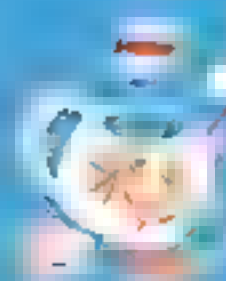
Try tea for seven days—at dinner, for example. See if invigorating tea doesn't help relieve the pressure of his day as it can yours. See if it doesn't help relieve his mind of any thought that he won't sleep. See if the clean, dry taste of tea doesn't make his whole meal taste better.

Costs less to drink tea, too—less than any other beverage.

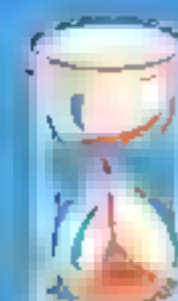
TO MAKE GOOD TEA
THE STEPS ARE THREE



Have the water
for your tea
Boiling, boiling
merrily!



Tea bag or teaspoon—
it matters not.
One for each cup and
one for the pot



Don't skimp the time
in which you brew it
Three minutes or more—
no less will do it!

Illustrations by E. J. Camp. Tea is a healthful beverage. © 1954 by E. J. Camp.

Brand New! - Not a Stitch to its Name!

Now! a Stitchless Buxton Billfold for the Ladies!

For years the men have had it to themselves! But now we've made a Lady Buxton Billfold our long-life stitchless way. That's right, the billfold itself is made without stitches... not one stitch to rip or rot!

...the finest leather interlocked to last and last!

M-m-m, handsome leather... die-cut in Buxton's own streamlined design. Self-interlocked at strain points for extra strength... stuffing only locks it tighter! That's how we make this sleek new Lady Buxton® that stays young for years!



Guaranteed for Christmases to come!

If any Buxton Stitchless gives out in normal use before the leather itself wears out, we'll replace it free! See all our stitchless styles at better personal leather goods counters.

The name *Buxton*® appears in fine gold script on every Buxton Billfold

3-Way® with separate inner-fold. Pine green, cherry red, or walnut. Smooth Turf Club Saddle, \$7.50

"Convertible" with removable pass case. Raspberry, lime, or ginger in glazed pigskin, \$8

*Reg. U. S. Pat. Off.

...Give the stitchless Lady Buxton

BUXTON INC., SPRINGFIELD 1, MASS. • NEW YORK CITY • CHICAGO • LOS ANGELES



All prices subject to 20% tax

Big window! Boarded pigskin, \$3... Zip! 7 bright colors, \$3.50... Pass case! 6 colors! \$3.50... Removable pass case! Saddle cowhide, \$5... New Suede! In 6 gay colors! \$7.50... Handsome pin seal! \$10
EVERY NEW LADY BUXTON BILLFOLD HAS A BIG NEW COIN PURSE ON IT...SOME ON THE OUTSIDE, SOME ON THE INSIDE!

We landed to refuel at Botwood, in Newfoundland. After an early dinner we took off again on our flight of 3,000 miles across the ocean to Gibraltar. I slept sound for a good many hours. All at once there was a sudden shock and bump. I awoke. Something had happened. There were no consequences, which after all are what is important in air journeys. Nevertheless, being thoroughly awake, I put on my zip suit and went forward to the navigating controls. I sat in the co-pilot's seat. It was by now a lovely moonlight night. After a while I asked the pilot what caused the bump. "We were struck by lightning," he said, "but there's nothing wrong." I had always wondered why aircraft did not mind being struck by lightning.

I looked down upon the calm ocean, 7,000 feet below; but an ocean always looks calm at that height. Almost underneath us was what looked like a little tramp steamer. I was conscious of a distinct sense of comfort from her presence. Under this reassuring illusion I returned to my bed, and did not wake until just before dawn.

I went forward again, as I love to see the daylight come. When you are flying east at 160 miles an hour you meet the sun very early and he rises quickly. I adhered to my rule in these long flights that meals should be regulated by stomach-time. When one wakes up after daylight one should breakfast; five hours after that, luncheon. Six hours after luncheon, dinner. Thus one becomes independent of the sun, which otherwise meddles too much in one's affairs and upsets the routine of work.

On alighting at Gibraltar at about 5 p.m., we were met by the Governor. We all made a few hours' pilgrimage, and inspected the new distillery which assures the fortress a permanent supply of fresh water, and various important guns, some hospitals, and a large number of troops. I finally went below to see the Governor's special pet, the new Rock gallery, cut deep in the rock, with its battery of eight quick-firing guns commanding the isthmus and the neutral ground between Britain and Spain. An immense amount of work had been put into this, and it certainly seemed, as we walked along it, that whatever perils Gibraltar might have to fear, attack from the mainland was no longer one of them. The Governor's pride in his achievement was shared by his British visitors. It was not until we said good-bye that General Marshall somewhat hesitatingly observed, "I admired your gallery, but we had one like it at Corregidor. The Japanese fired their artillery at the rock several hundred feet above it, and in two or three days blocked it off with an immense bank of rubble." I was grateful to him for his warning, but the Governor seemed thunderstruck. All the smiles vanished from his face.

We flew off in the early afternoon and in the evening light reached the Algiers airfield, where Generals Eisenhower and Bedell Smith, Admiral Andrew Cunningham, General Alexander, and other friends were waiting for us.

I have no more pleasant memories of the war than the eight days in Algiers and Tunis. I telegraphed to Eden to come out and join me so as to make sure we saw eye to eye on all our business.

I was determined to obtain before leaving Africa the decision to invade Italy should Sicily be taken. General Eisenhower was very reserved. He listened to all our arguments, and I am sure agreed with their purpose. But Marshall remained up till almost the last moment silent or cryptic.

The circumstances of our meeting were favourable to the British. We had three times as many troops, four times as many warships, and almost as many airplanes available for actual operations as the Americans. We had since Alamein, not to speak of the earlier years, lost in the Mediterranean eight times as many men and three times as much tonnage as our Allies. But what ensured for these potent facts the fairest and most attentive consideration with the American leaders was that notwithstanding our immense preponderance of strength we had continued to accept General Eisenhower's Supreme Command and to preserve for the whole campaign the character of a United States operation. The American chiefs do not like to be outdone in generosity. No people respond more spontaneously to fair play. Nevertheless I consider that the argument which convinced the Americans was on its merits overwhelming.

We held our first meeting at General Eisenhower's villa in Algiers on May 29. We met again on the afternoon of May 31. I said

CONTINUED ON NEXT PAGE

NICOTINE and TARs

are better in **HERE**
than in **YOU!**



Nothing filters smoke like Denicotea!

Before use:
Crystal filter is pure white.

After use:
Filter absorbs nicotine and tars—turns black.

If you smoke a pack of cigarettes a day, it is estimated that you take in a full ounce of nicotine and tars every 11 days—reason enough to get a Denicotea Holder today!

Many doctors and dentists strongly recommend Denicotea! Nicotine and tars trapped in its remarkable crystal filter *can't reach, can't harm* your mouth, teeth and gums...your nose, sinuses, throat and lungs! You can actually see how thoroughly it traps impurities in the smoke...just look at the filter inside.

Yes, Denicotea definitely reduces dangers of smoking. No matter which cigarette you smoke, Denicotea makes it less irritating. The smoke is cleaner, cooler...your mouth feels fresher. It's like smoking *less*—without giving up a single cigarette!

COMPLETE, WITH EXTRA FILTERS:
Denicotea holder, with aluminum ejector, \$2.00
Lady Denicotea, long, slim, with gold-tone ejector, \$3.50



DE-NICOTEA

Crystal Filter Cigarette Holder



NO BELTS
NO PINS
NO PADS
NO ODOR

You really can't describe that "all-right" feeling that comes from wearing Tampax. New freedom and new confidence make all days alike—even those hateful "monthly days." If you think this is merely imagination, please consider the facts about the Tampax method of sanitary protection!

You will find Tampax very small and dainty—really tiny compared with the familiar older forms of protection. Tampax requires no belts, pins or external pads, because it is worn internally.... Tampax causes no odor—and no bulges or edges can show through the snuggest, sheerest dress. Tampax may be worn in tub or shower. Finally, you actually do not feel the Tampax while wearing it!

Doctor-invented Tampax comes in smooth, slender patented applicators—for quick, easy insertion. Your hands need not touch the Tampax! Buy Tampax at drug or notion counters. Three absorbency-sizes: Regular, Super, Junior. So compact that an average month's supply will slip into your purse; also Tampax causes no disposal problem. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising
by the Journal of the American Medical Association

TAMPAX INCORPORATED LIFE 13-110-Z-2
Palmer, Mass.

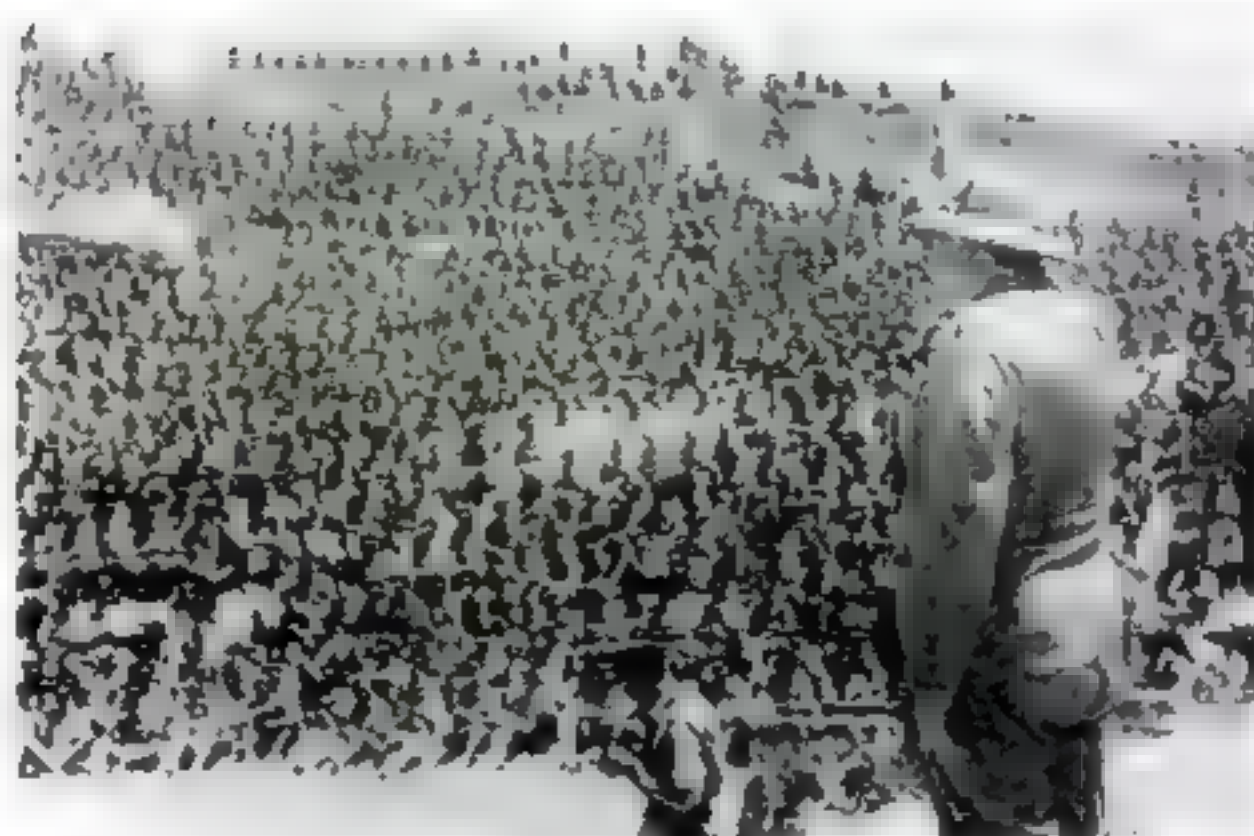
Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____



VICTORY SPEECH AT CARTHAGE

Touring North Africa in June 1943, Mr. Churchill recalls, he addressed soldiers at Carthage, "in the ruins of an immense amphitheatre (above). Certainly the hour and the setting lent itself to oratory. I have no idea what I said, but the whole audience clapped and cheered as doubtless their predecessors of two thousand years ago had done as they watched gladiatorial combats."

that the alternative between Southern Italy and Sardinia involved the difference between a glorious campaign and a mere convenience. General Marshall was in no way hostile to these ideas, but he did not wish for a clear-cut decision to be taken at this moment. He said that it would be better to decide what to do after we had started the attack on Sicily.

An incident now occurred which, as it relates to matters which have become the subject of misunderstandings and controversy after the war, must be related. Mr. Eden, at my request, commented on the Turkish situation, and said that knocking Italy out of the war would go a long way towards bringing the Turks in. They would become much more friendly "when our troops had reached the Balkan area." Eden and I were in full agreement on the war policy, but I feared that the turn of his phrase might mislead our American friends. The record states, "The Prime Minister intervened to observe emphatically that he was not advocating sending an army into the Balkans now or in the near future."

On the two following days we travelled by plane and car to some beautiful places rendered historic by the battles of a month before. The sense of victory was in the air. Everyone was very proud and delighted. There is no doubt that people like winning very much.

OUR last meeting, on June 3, was largely concerned with the question of bombing the marshalling yards of Rome, and there was agreement that they were an important and necessary military objective, and that there was no valid reason for refraining from bombing this target, provided the attacks were made by day and due care was taken to prevent damage elsewhere.

I felt that great advances had been made in our discussions and that everybody wanted to go for Italy. I therefore, in summing up, stated the conclusions in a most moderate form and paid my tribute to General Eisenhower. I said I would take home the feeling of confidence and comradeship which characterised action in this theatre. I had never received so strong an impression of cooperation and control as during my visit. I said that I should not like to go away without reaffirming my full confidence in General Eisenhower, and without expressing my admiration of the manner in which he had handled his many great problems.

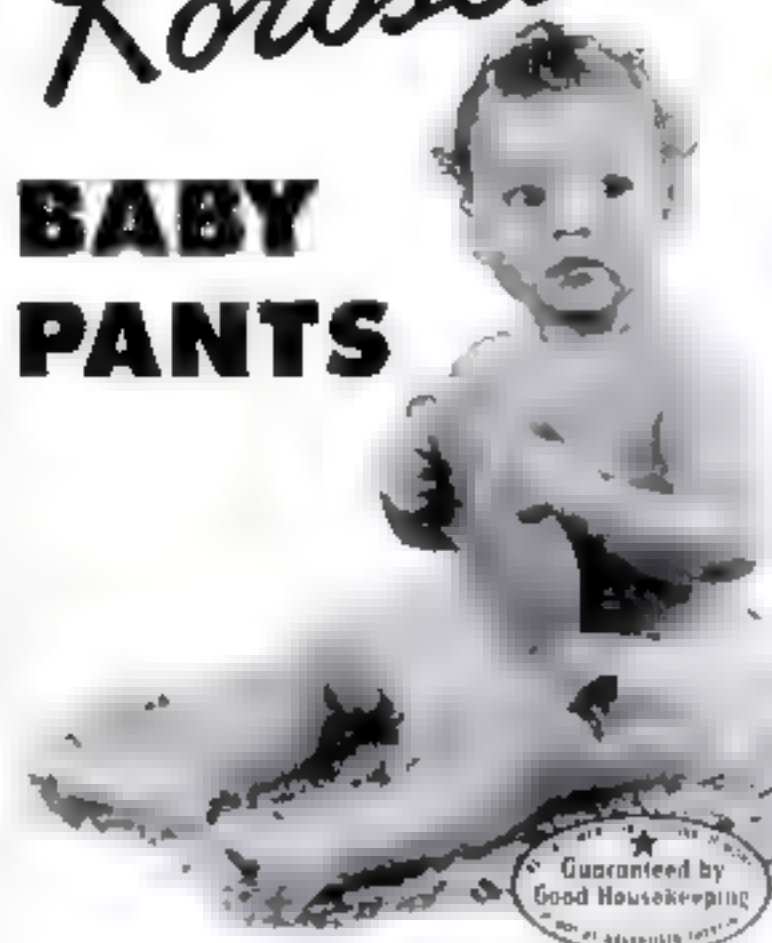
General Eisenhower replied that any praise which might be given belonged to the officers round the table.

Eden and I flew home together by Gibraltar. As my presence in North Africa had been fully reported, the Germans were exceptionally vigilant, and this led to a tragedy which much distressed me. The regular commercial aircraft was about to start

B.F. Goodrich

Koroseal

BABY PANTS



NOW AT YOUR DRUG STORE

Koroseal Baby Pants are waterproof, odorless, practically wearproof—and easily washed with a quick dip in warm sudsy water. Two styles: the elastic type with stretching leg and waistband, or the new snap-on type with three sure-grip snaps on either side. Both types have generous cut, full seat, and roomy legs. And they're both of Koroseal film—light weight, protective, practical Koroseal film.

NEW BOOK, HOW TO CARE FOR YOUR BABY, by Nurse Margaret Kissack. Contains 96 pages of helpful information. Attractively bound and illustrated. Send the face of the envelope or box from a pair of B. F. Goodrich Koroseal Baby Pants, and we'll send you a copy at no charge (Price 50¢ without label.) Address B. F. Goodrich Co., Dept. B-28, Akron, Ohio. Koroseal—Trade Mark—Reg. U. S. Pat. Off.



A BEAUTIFUL GIFT...
A WONDERFUL PRIZE...
A MARVELOUS BUY!

Two decks of plastic coated Gainsborough cards—the most beautiful playing cards in the world—packed in a box patterned after an \$1850 solid gold cigarette box. Made of anodized aluminum in silver or gold finish. Here is a playing card gift package that is worthy of any occasion.

About \$3.50 at department and gift stores

E. E. FAIRCHILD CORPORATION

ROCHESTER 2, NEW YORK

Cold Sufferers!

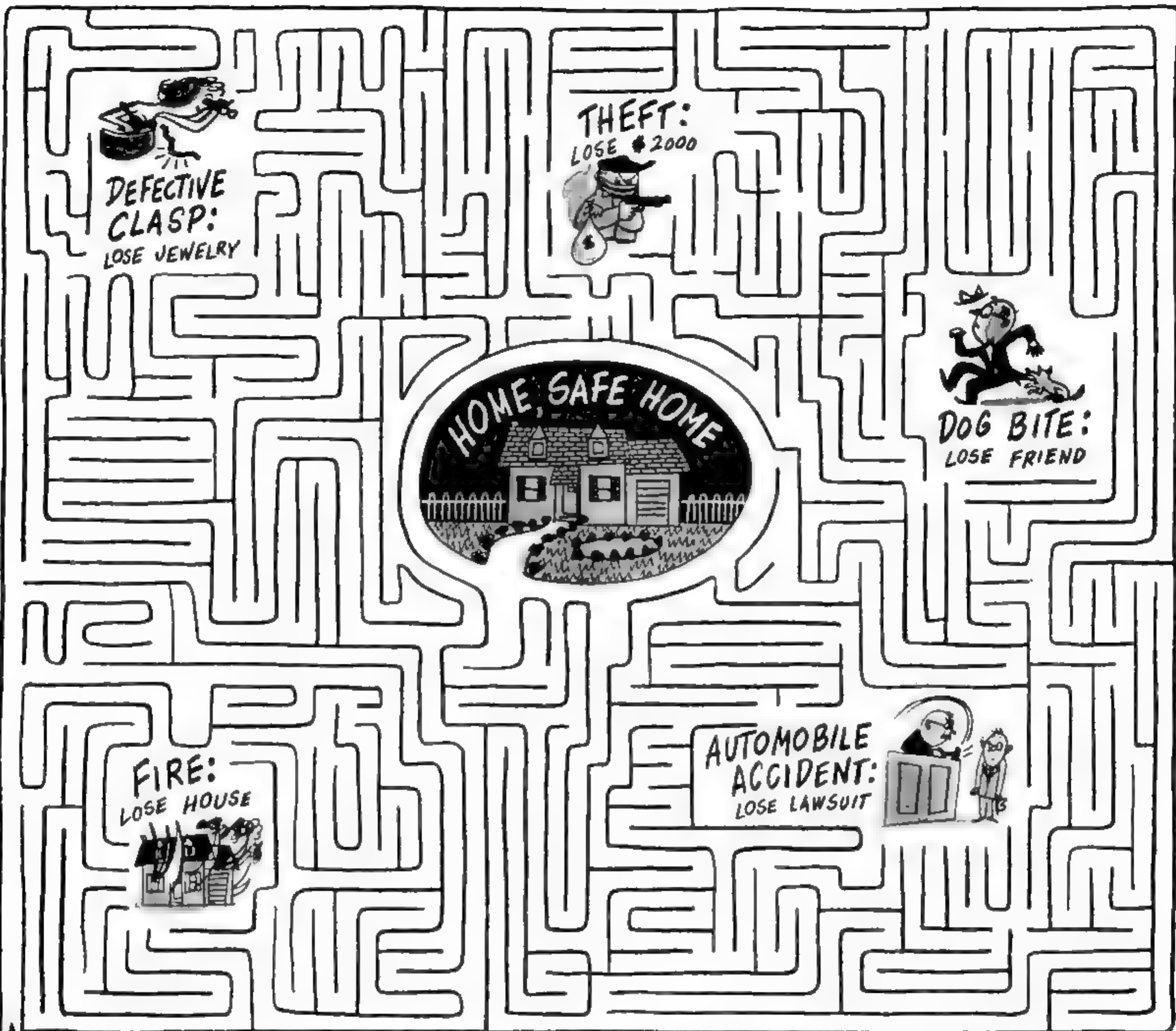
DOCTORS
REPORT
MENTHOL
BRINGS
RELIEF



Doctors Agree: "Menthol is important in relieving colds." For fast relief, get the cough drop with the most menthol.



CONTINUED ON PAGE 11



"There's one easy way through this maze!"

Working out a plan to protect yourself against loss caused by fire, accidents and theft can be a very complicated business — if you go at it alone.

Instead of the complete, logical protection you should have, chances are you'll end up in a maze of confused and costly insurance.

But there is one *sure* way to get the protection you need. See an Agent of one of the North America Companies. He'll give you

friendly, competent advice on all your insurance problems. He'll show you how little it will cost to get the *best* protection, expertly tailored to fit your own needs. And you'll feel safer knowing that your insurance will be placed in one of the oldest, strongest and most progressive organizations in the business.

Remember, your North America Agent is a man who is doing his best to save you money and protect you against loss.

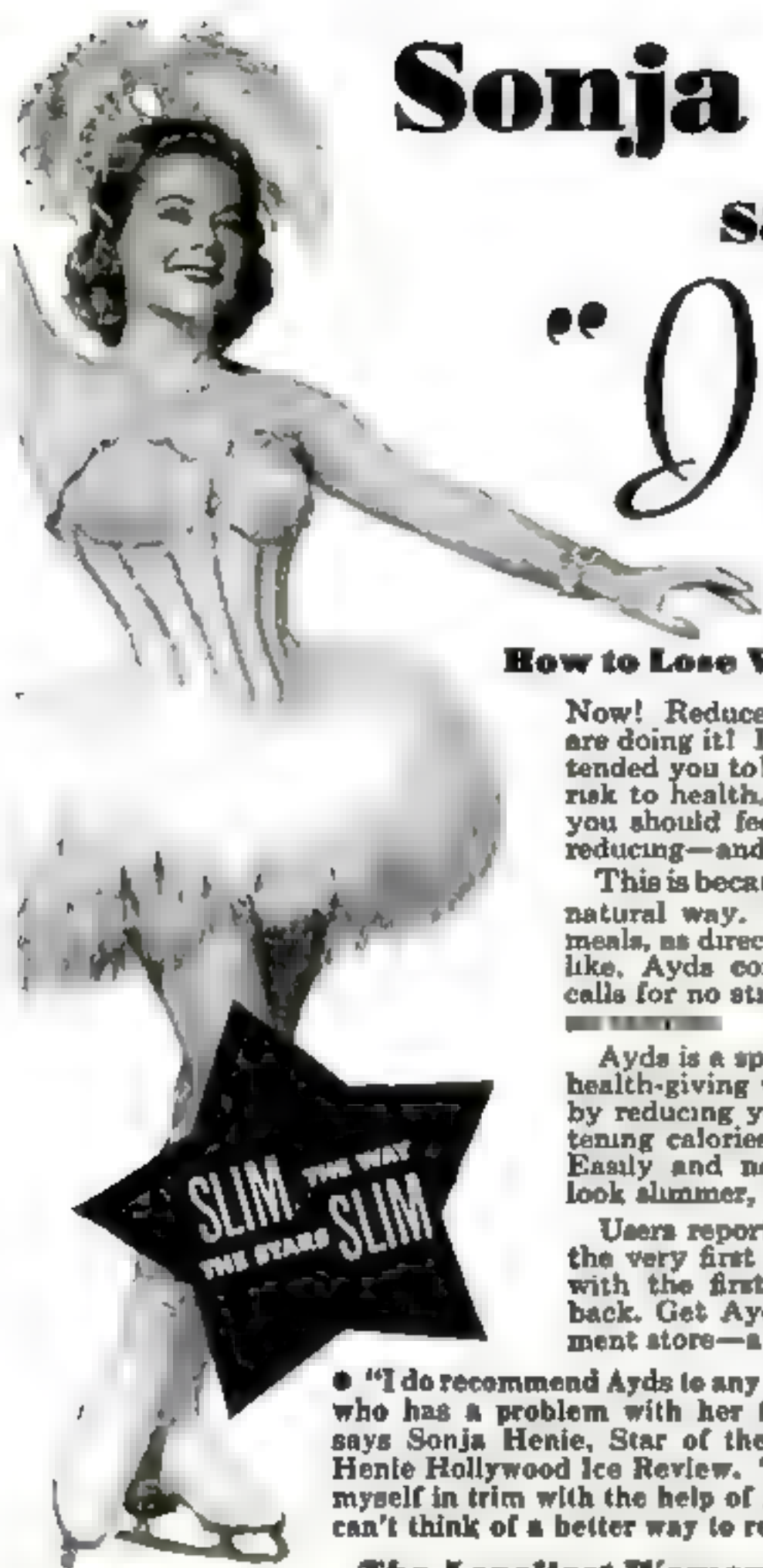
See him soon, won't you?

Insurance Company of North America, founded 1792 in Independence Hall, is the oldest American stock fire and marine insurance company. It heads the "North America" Companies which meet the public demand for practically all types of Fire, Marine and Casualty insurance, including Automobile, Accident, Aviation and Liability insurance; Fidelity and Surety Bonds. Sold only through Agents or Brokers.



**INSURANCE COMPANY OF
NORTH AMERICA**
COMPANIES, *Philadelphia*

Insurance Company of North America
Indemnity Insurance Company of North America
Philadelphia Fire and Marine Insurance Company



Sonja Henie

says

"I do"

How to Lose Weight and Look Lovelier

Now! Reduce—and look lovelier while you are doing it! Lose weight the way Nature intended you to! A quick, natural way with no risk to health. If you follow the Ayds plan you should feel healthier, look better while reducing—and have a lovelier figure!

This is because the Ayds way to reduce is a natural way. When you take Ayds before meals, as directed, you can eat the foods you like. Ayds contains no harmful drugs. It calls for no strenuous diet... no massage...

Ayds is a specially made candy containing health-giving vitamins and minerals. It acts by reducing your desire for those extra fattening calories... works almost like magic. Easily and naturally you should begin to look slimmer, more beautiful day by day.

Users report losses up to 10 pounds with the very first box. In fact, you lose weight with the first box (\$2.89) or your money back. Get Ayds from your drug or department store—a full month's supply, \$2.89.

● "I do recommend Ayds to any woman who has a problem with her figure," says Sonja Henie, Star of the Sonja Henie Hollywood Ice Review. "I keep myself in trim with the help of Ayds. I can't think of a better way to reduce."

AYDS VITAMIN CANDY

The Loveliest Women in the World take AYDS

the gift to thrill

...ANY WOMAN will be thrilled by the romantic lure of these ever-fashionable, flattering gift-gems...possessed of all the romance, deep lustrous beauty, supreme styling...found only in Elgin American "Majorca-made" Originals. Impressively luxurious in their complete elegance—they are what every woman longs for. Now within your power (and purse) to give.



"Diana Gift Set 31/0010/19 necklace, bracelet, ear-drops enclosed in a magnificent Wedgwood-inspired keepsake box, handsomely lined in satin \$12.50 for the set plus Federal Tax



SIMULATED PEARLS

Elgin American

Selected from the complete line of Elgin American simulated pearls from \$2.00 up... at better department and jewelry stores everywhere

CHURCHILL'S MEMOIRS CONTINUED

from the Lisbon airfield when a thick-set man smoking a cigar walked up and was thought to be a passenger on it. The German agents therefore signalled that I was on board. Although these neutral passenger planes had plied unmolested for many months between Portugal and England and had carried only civilian traffic, a German war plane was instantly ordered out, and the defenceless aircraft was ruthlessly shot down. Thirteen civilian passengers perished, and among them the well-known British film actor Leslie Howard, whose grace and gifts are still preserved for us by the records of the many delightful films in which he took part. The brutality of the Germans was only matched by the

The fourth volume of Mr. Churchill's memoirs, *The Hinge of Fate*, a condensed version of which has been presented in four issues of LIFE, will be published this month in the U.S. by Houghton Mifflin Company. Like the first three volumes it will be a Book-of-the-Month Club selection. The fifth volume of Mr. Churchill's war memoirs will appear in LIFE at a date to be announced.

stupidity of their agents. It is difficult to understand how anyone could imagine that I should have booked a passage in a neutral plane from Lisbon and flown home in broad daylight. It was a painful shock to me to learn what had happened to others in the inscrutable workings of Fate.

HERE then we end this volume, which describes the turning-point of the Second World War. The entry of the United States into the struggle after the Japanese assault on Pearl Harbour had made it certain that the cause of Freedom would not be cast away. But between survival and victory there are many stages. Over two years of intense and bloody fighting lay before us all. Henceforward however the danger was not Destruction, but Stalemate. The Americans' armies had to mature and their vast construction of shipping to become effective before the full power of the Great Republic could be hurled into the struggle. Hitler had still to pay the full penalty of his fatal error in trying to conquer Russia by invasion. Soon the German nation was to be alone in Europe, surrounded by an infuriated world in arms. The leaders of Japan were already conscious that their onslaught had passed its zenith. Together soon Great Britain and the United States would have the mastery of the Oceans and the Air. The hinge had turned.



REUNION IN 1950

In London on Oct. 20 Winston Churchill had his medals put on his familiar civilian jacket. Then he and Field-Marshal Viscount Montgomery went to the sixth annual Alamein reunion, where the veterans' cheering welcome brought out smiles on their faces.



... of course,
it's electric!



Blankets available with Single or Dual Controls
Take your choice. With Single Control, \$39.95
With Dual Controls, \$47.45

ONLY WESTINGHOUSE OFFERS

3 Great Electric Bed Coverings

**Now a grand new Electric Blanket joins the already famous
Westinghouse Electric Comforter and Sheet**

For the best sleep of your life, slide under a Westinghouse Electric Comforter, Electric Sheet, or ... newest star of all ... the Electric Blanket.

All three of these superb Bed Coverings will give you exactly the degree of restful warmth you like best regardless of cool, cold or sub-zero weather. What's more, they'll do it safely and automatically.

Each type has its own special advantages.

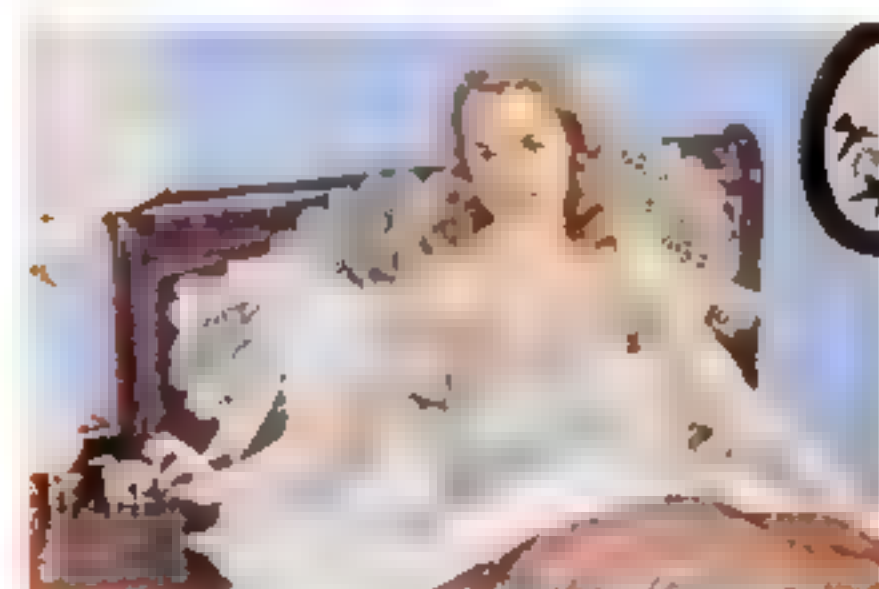
The most versatile and economical is the Electric Sheet ... a Westinghouse first. It launders like a bed sheet, packs into an overnight bag, and presents practically no summer storage problems.

Then there's the Electric Comforter ... the last

word in sleep luxury. It's color-styled to add extra beauty to your bedroom.

And, as the newest choice of all, there's the magnificent new Westinghouse Electric Blanket. Soft and fleecy, it comes in beautiful decorator shades of Evening Rose, Sapphire Blue and Emerald Green.

Of course, all three Westinghouse Bed Coverings are listed by the Underwriters' Laboratories, Inc. See them at your Westinghouse retailer's now. Put them high on your list for Christmas giving ... or getting! There's one for every purse or purpose. The Westinghouse Electric Corporation, Electric Appliance Division, Mansfield, Ohio.



Electric Comforter ... Lustrous rayon satin cover in rose, blue or green. Detachable, washable inside warming sheet, \$49.85



Electric Sheet, practical, economical. Use it with your favorite top cover. Packs easily into overnight bag. Launders as easily as a bed sheet. \$24.95

See TV's Top Dramatic Show ... "Westinghouse STUDIO ONE" ... Every Week

YOU CAN BE SURE...IF IT'S Westinghouse

ONLY WESTINGHOUSE MAKES ALL THREE



Roaster-Oven Cleaner Exhaust Fan Dishwasher Dryer Laundermat Range Home Freezer Refrigerator Water Heater Mixer Waste-Away Iron Coffee Maker

Texcel tapes everything
flat as this page

Feel it!



Don't just tape it—*TEXCEL* it!

TEXCEL *CELLOPHANE* **TAPE**
HAS 1,001 USES!

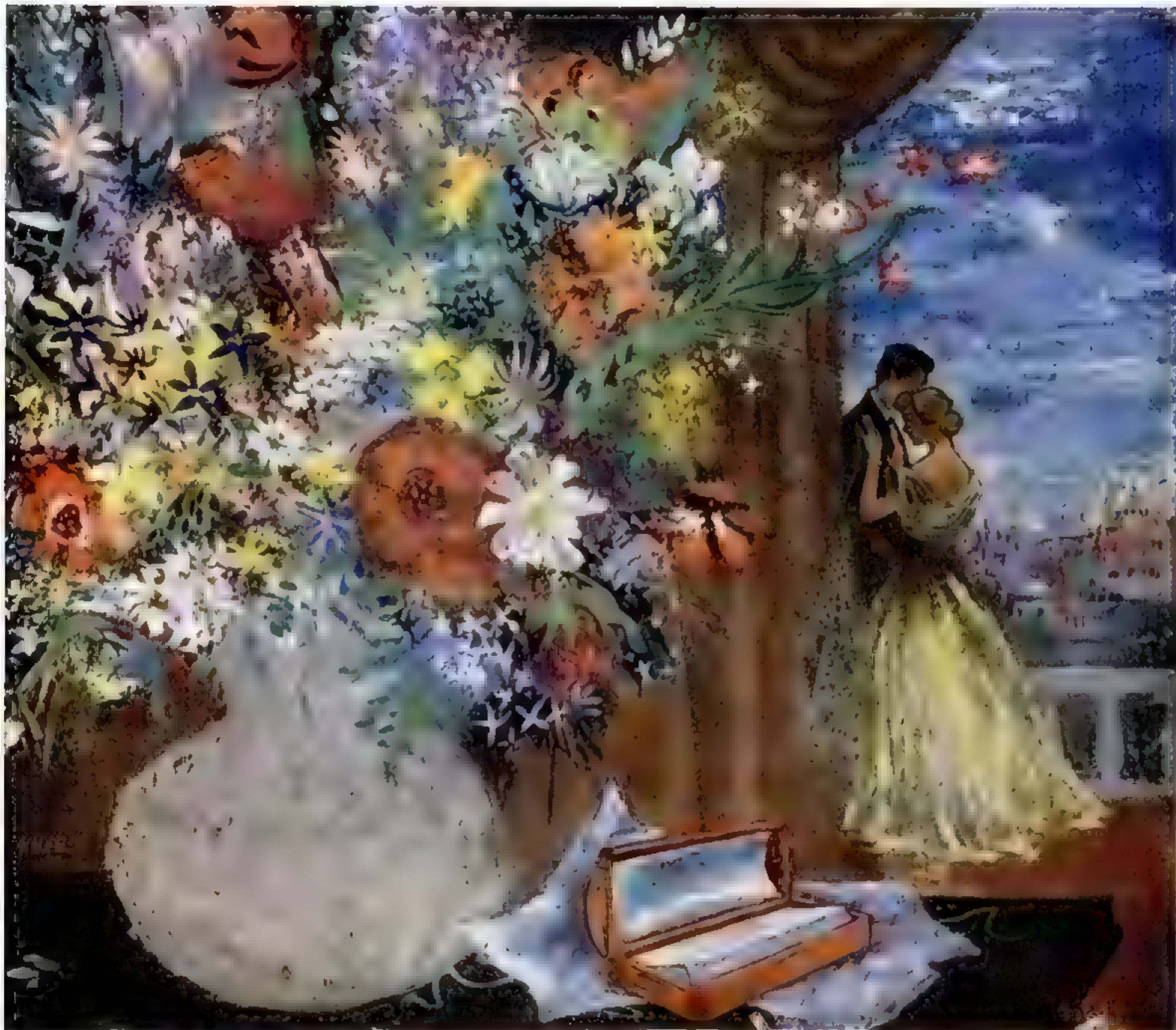
INDUSTRIAL TAPE CORPORATION, NEW BRUNSWICK, N.J.



THE RETURN OF THE
Portrait Gown

Ever since John Singer Sargent painted his elegant portraits, a bare-shouldered white gown has traditionally been considered the most flattering of all evening fashions. Last year, as designers pushed the short, skin-tight sheath into the ballroom (LIFE, Sept. 5, 1949), the style was of limited interest. This fall, however, the portrait gown is back. It is again fashionable to look like the heroine of a romantic Victorian novel, in bouffant gowns like the tartan-sashed dress shown above (Ceil Chapman, \$125), which sets off the wearer's shoulders and swings 10 yards of taffeta around her feet.

TIME IS THE ART OF THE SWISS



No lovelier gift than a fine Swiss watch

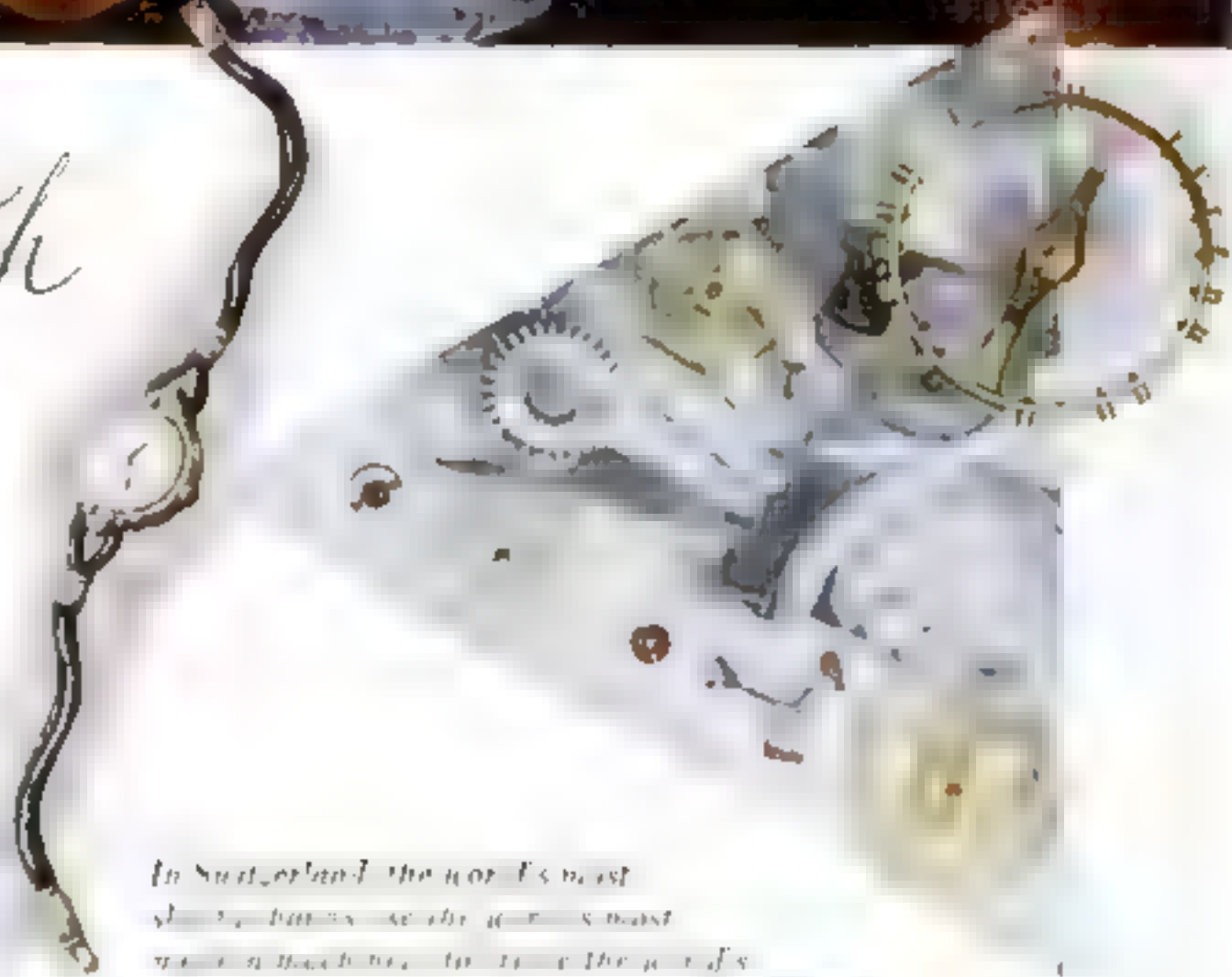
What delight it gives from the very first moment—what faithful service through the years! For a fine Swiss watch is the ultimate in beauty, dependability and ingenuity. Only in Switzerland do watch craftsmen have the time, the tools and the traditional talent to create the world's finest watches. That's why you'll find that 7 out of 10 American jewelers wear fine Swiss watches themselves!

For the gifts you'll give with pride, let your jeweler be your guide

The WATCHMAKERS



OF SWITZERLAND



In Switzerland the watch is not just a timepiece, it is a work of art. It is the result of the finest craftsmanship and the finest materials. It is the only timepiece that can be serviceable for a lifetime.

©1950 Swiss Federation of Watch Manufacturers



EDWARDIAN BALL GOWN from Bergdorf Goodman custom collection is bare shouldered satin. Adding to regal air are tiara and pompadour hairdo.



COURT GLOVES in pearl-buttoned cotton instead of kid (Kayser, \$9) and white fan (Bernard Lang, \$20) are new accessories for the current formal style.

CONTINUED ON NEXT PAGE

Dries Hair Faster

Hold in Hand
Stand on Table
Tilt to Any Angle

Oster
GUARANTEED QUALITY

**AIRJET
HAIR DRYER**

\$16.95

AMERICA'S MOST BEAUTIFUL HAIR DRYER

The OSTER Airjet Hair Dryer revolutionizes home hair drying...does it in less time! It's so efficient, lightweight, effortless to use...and completely safe! Handy finger-tip switch controls warm or cool air. Beautiful chrome finish cleans easily, stays shiny-new, looks handsome in any bedroom or bathroom. Has many other time-saving uses in the home...drying finger-nail polish, lingerie, hosiery, delicate stemware, and even the baby. Airjet makes a wonderful gift.

- ✓ POWERFUL MOTOR speeds air flow.
- ✓ CONTROLLED HEAT prevents "burning" hair.
- ✓ LIGHT WEIGHT makes it easy to use.
- ✓ JET DESIGN for beauty and efficiency.

JOHN OSTER MANUFACTURING CO., RACINE, WISCONSIN

STOMACH UPSET GOT YOU COUNTING SHEEP?



For peaceful sleep tonight—a wonderful day tomorrow—take Phillips'

If you lie awake at night counting sheep because acid indigestion won't let you sleep, take Phillips' Milk of Magnesia. One of the fastest, most effective stomach acid neutralizers known to science, it relieves your distress with such amazing speed that you're sleeping peacefully in practically no time at all. And because Phillips' Milk of Magnesia is a wonderful laxative as well as an excellent antacid, it brings you gentle, effective relief from constipation—which often accompanies acid indigestion—when you awaken in the morning. As a result, you start your day feeling wonderful.



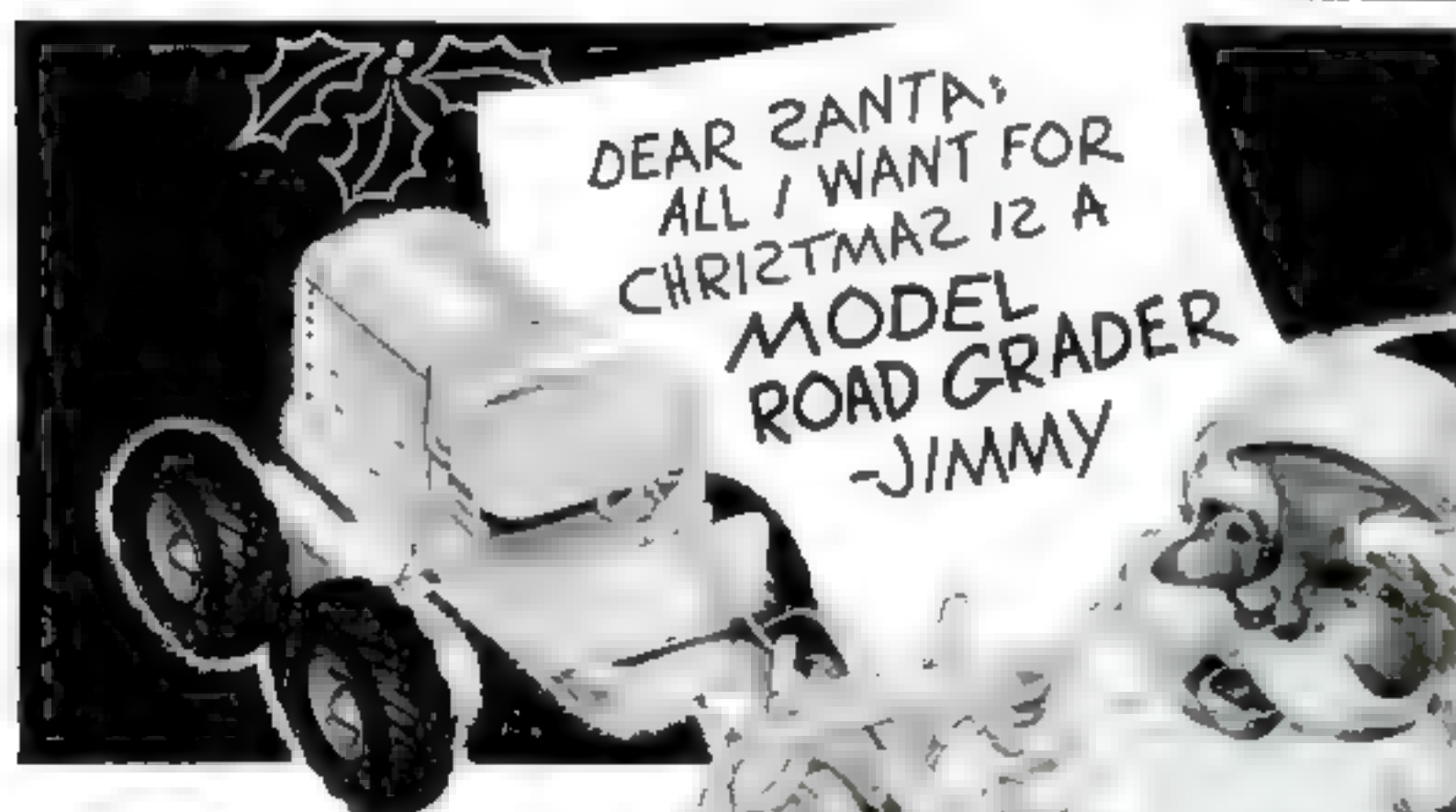
Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes.



You can do it

in a jiffy—clean your dog *without bathing!* Sergeant's wonderful new liquid SKIP-BATH makes it possible. Just pour on, rub in, wipe off. Your dog's coat is fresh, clean, and parasite-free, up to a week! Safe, and dependable, of course, like all Sergeant's Dog Care Products. There's one for almost every trouble—worms, poor condition, ear ailment, fleas. Relied on for 75 years. Tested by consulting veterinarians. **FREE:** Sergeant's Dog Book, the complete word on dog care, feeding, training. At drug or pet store—or write Sergeant's, Dept. A-23R, Richmond 20, Virginia.

Sergeant's® dog care products



JIMMY couldn't ask for a finer, sturdier toy. The Model Road Grader is all-steel, with real, famous - make rubber tires. And boy, the fun! It levels roadways, moves sand, dirt, gravel, just like the real thing.

This 26" working model is an authorized copy of the giant Adams Road Grader. Knee-action on every wheel keeps grader on even keel. Front wheels steer. Scraper blade adjusts three ways. Brilliant orange finish. Put *your* youngster on Santa's Model Toys list now.

Full Trade Price: \$13.95
11 Western States: \$14.75

Model

TOYS

...outlast other toys 3 to 1.



AT STORES WHEREVER FINE TOYS ARE SOLD!
THE CHAS. WM. DOEPKE MFG. CO., INC., ROSSMOYNE 1, OHIO

THE PORTRAIT CROWN CONTINUED

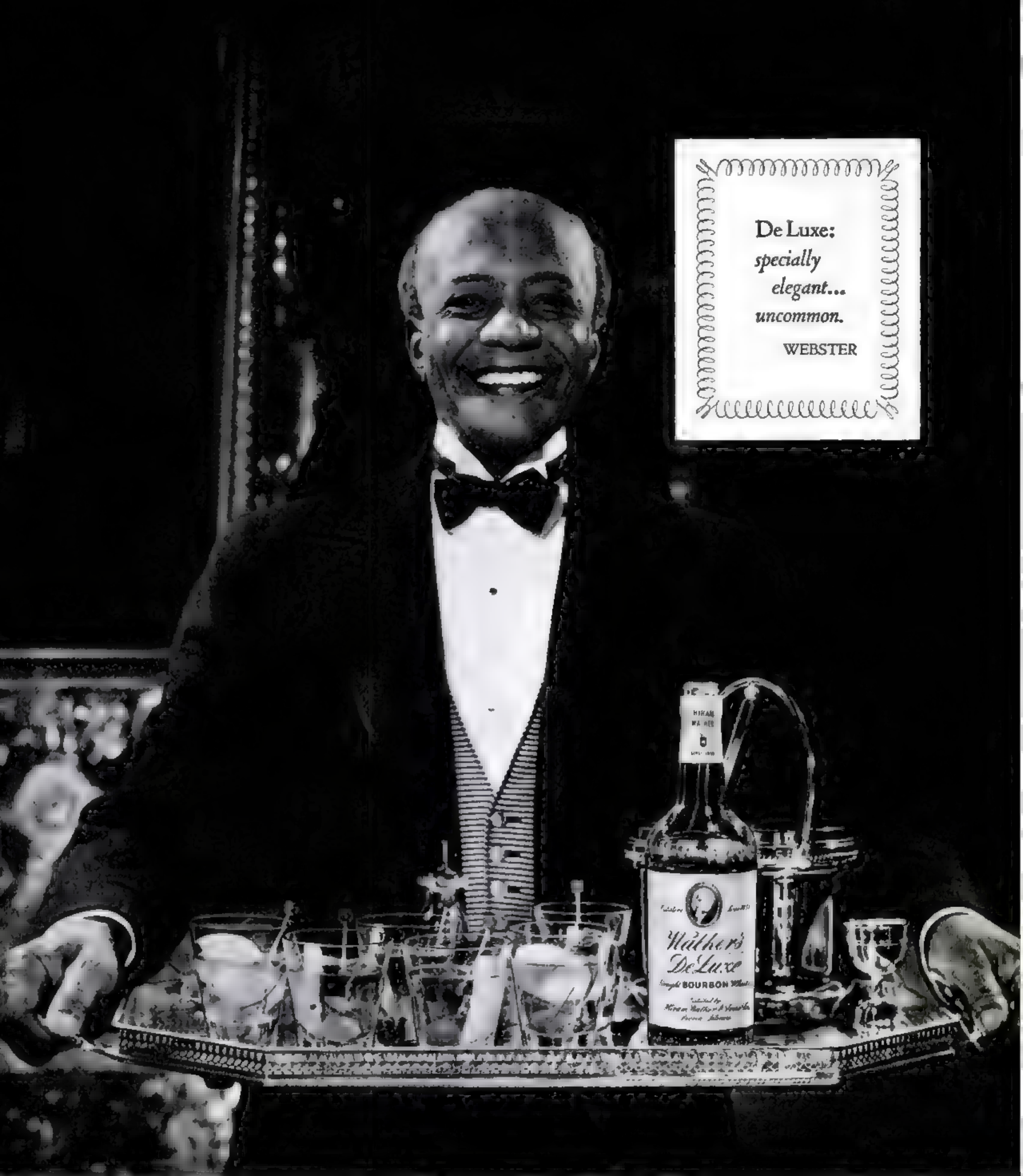


REGAL CROWN and chignon enhance courtly air of new gowns. Jeweled crown (Ben Hur) is \$20.



ROMANTIC REVIVAL is the full-length, full-dress evening mantle (Hattie Carnegie), an elegantly impractical style using 15 yards of aquamarine satin.

CONTINUED ON PAGE 11



De Luxe:
specially
elegant...
uncommon.
WEBSTER

*Walker's De Luxe is a straight Bourbon whiskey,
elegant in taste, uncommonly good—a Hiram Walker whiskey.*

Hiram Walker & Sons Inc., Peoria, Ill. 86 Proof.

VERSIONS FOR THE YOUNG



CLASSIC for girls under 20 is an inexpensive white gown like the dress with a satin bodice and net skirt at the left (Fred Perlberg, \$35), worn with a net stole.

NOVELTY this year is a short, full formal coat to wear with short gown as ensemble. The white wrap (below) is \$45; chiffon dress is \$50; both Anne Fogarty.



"Let's Dance"

along with **BETTY HUTTON**

starred in Paramount Pictures lavish musical, "LET'S DANCE", colour by Technicolor

ASK FOR PRIM'S

"Let's Dance"

NYLONS

Prim's classic triple dart back clock design... ultra sheer, seamless... Fall's high fashion hosiery hit.

LOOK FOR THE NAME IT'S KNITTED IN THE WELT

Prim

hosiery

There's a Prim Stocking For Every Occasion
At Fine Stores Near You

Heide

CANDIES

SUZYFRUIT

5¢

Sing a song of candy—
A pure and tasty treat,
Delicious **HEIDE SUZYFRUITS**
The best there is to eat

HENRY HEIDE, INC. NEW YORK, N. Y.

Get Relief
QUICKER
From Your Cough
Dust In A Cold

FOLEY'S Honey & Tar
Cough Compound

Everything
FOR **MEN** Sizes **48 to 70**

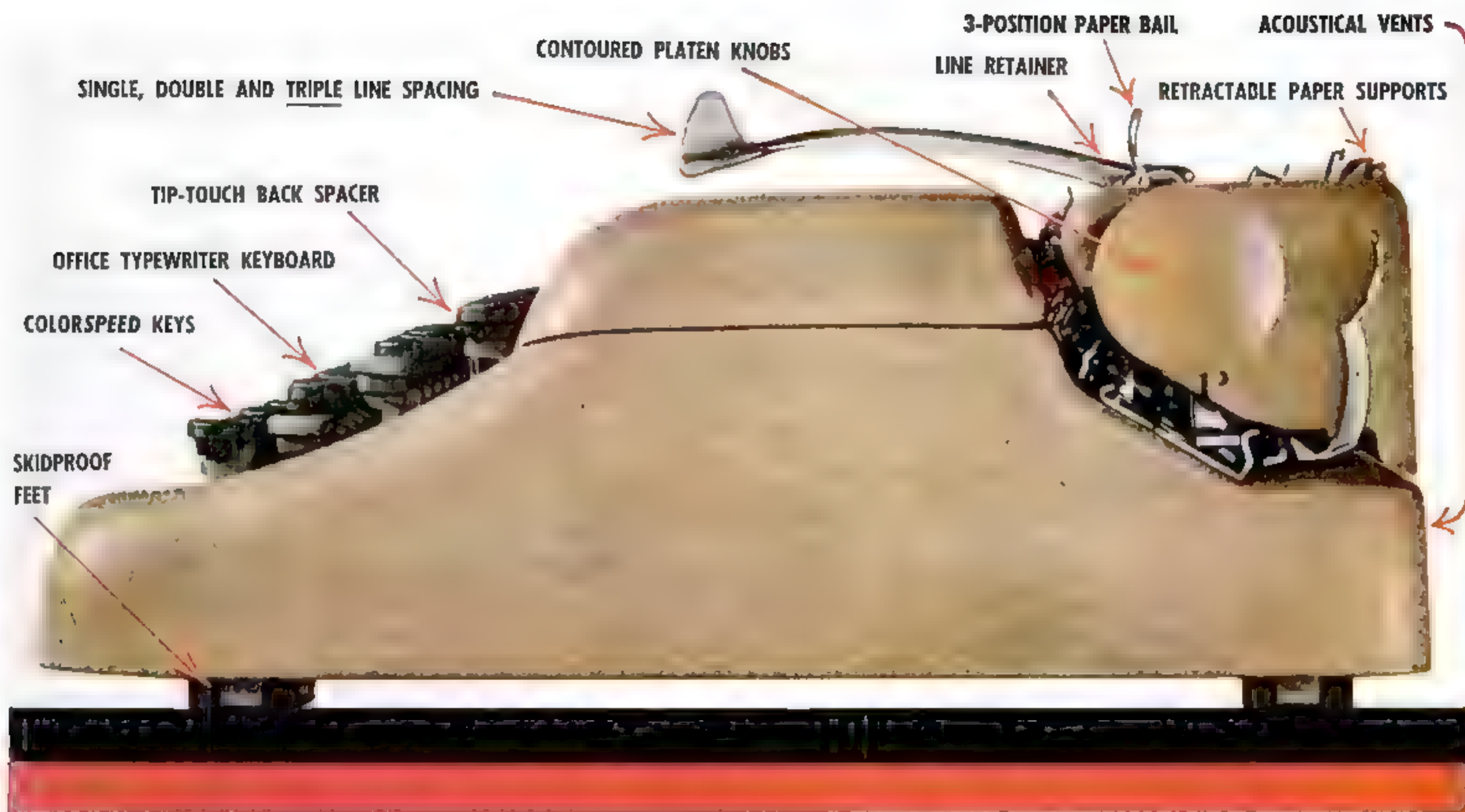
FAT MEN'S SHOP
52 THIRD AVE., at 10th ST.
NEW YORK 3, N. Y., Dept. "L"
REQUEST FREE CATALOG

Eyes
tired?

Two
drops

Quick
relief

MURINE
FOR YOUR EYES



WORLD'S MOST ADVANCED DESIGN IN A PORTABLE TYPEWRITER

*...and it's the Portable voted **BEST** by
Typewriter Dealers coast-to-coast!*

So *beautiful* that it won a special award by the New York Museum of Modern Art...so *good* that Typewriter Dealers rate it best by more than 2-to-1!

In a nationwide survey made by Fact Finders Associates Inc., dealers chose Smith-Corona over all other portables *combined*—and said it needs the least servicing of any make. As one dealer wrote, "*We believe Smith-Corona to be far and away the best on the market today—from a standpoint of appearance, durability and the least mechanical difficulty.*"

And it's the World's Fastest! An exclusive *Super-Speed Escapement*, one of 38 features,

gives Smith-Corona the fastest typebar action of any portable. In correct rhythm, it's impossible to jam the keys!

Try this faster, easier-writing portable! Compare it with any other make, for touch, action, features and beauty. And compare its clean, neat, precision typing. *You'll* rate Smith-Corona best, too!

At Department, Jewelry, Stationery and Typewriter stores. Choice of 3 models: \$84.50, \$89.50, \$94.50.* Smart Carrying Case included. Ask about easy time-payments. If dealer is sold out of model you want, he'll soon have more. Ask him to reserve your Smith-Corona for you!



*These prices for all states permitting Fair Trade laws. Subject to change. Tax extra.

WORLD'S FASTEST PORTABLE—the



Smith-Corona

FINEST PRECISION WRITING INSTRUMENT OF ITS KIND IN THE WORLD
© L C SMITH & CORONA TYPEWRITERS INC SYRACUSE 1 N Y
Canadian factory & offices, Toronto, Ontario. Makers also of famous Smith-Corona Office Typewriters, Adding Machines, Vivid Duplicators, Ribbons & Carbons.

now in *white* and colors, too
...the new **Van Heusen** *CENTURY* Shirt
with the revolutionary
soft collar that **won't**



wrinkle...ever

Such a sensation in white... we knew you'd want it in these new fashion-smart colors of grey, blue and tan! The Van Heusen Century shirt in color has the same luxuriously soft collar that stays neat all 24 hours of the day. No other shirt in the world has this revolutionary collar—it's woven in one piece of special fabric by a patented, can't-be-copied process.

Has no inner linings or layers to wrinkle and buckle.

Even the fold line is woven in by an exclusive method so it can't fold wrong... feels as gentle and smooth as a fine linen handkerchief around your neck.

The new Van Heusen Century is the *only* shirt that has such comfort and neatness... plus fine tailoring, famous low-setting Van Heusen "Comfort Contour" collar styling. A new shirt free if your Van Heusen Century shrinks out of size.

Secret behind Van Heusen Century! It's woven in one piece. No sewn or fused layers to wrinkle. The fold line is woven in to stay—can't even be ironed wrong.

In grey, blue and tan { Van Heusen Century, regular collar, regular cuffs, \$3.95
Van Heusen Century, wide-spread, French cuffs, \$3.95

In white, two collar models, \$3.95 and \$4.95

Phillips-Jones Corp., New York 1, N. Y., Makers of Van Heusen shirts • sport shirts • ties • pajamas • collars

Van Heusen CENTURY shirts

in colors \$3.95 ... in white \$3.95 and \$4.95 ... Ties shown: Van Heusen Century Diamonds \$1.50



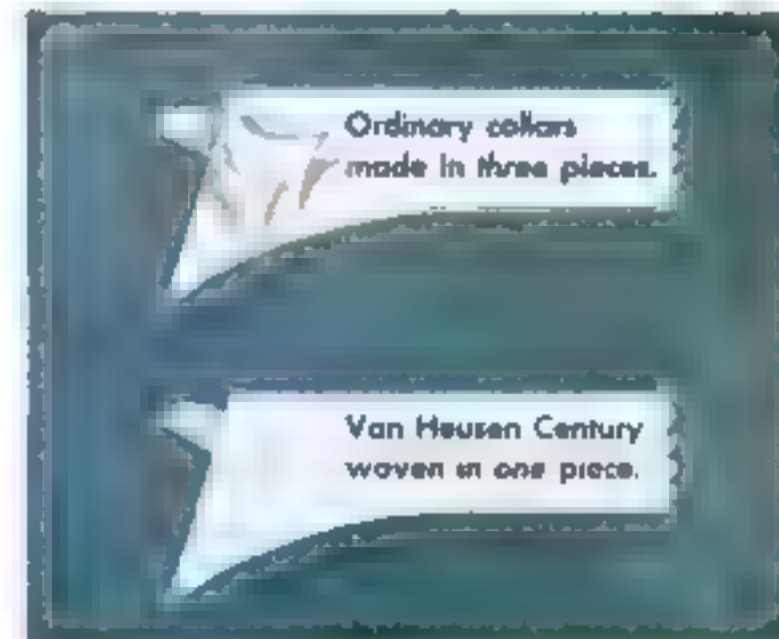
Work won't wrinkle it!

Soft collar of new Van Heusen Century stays neat round the clock—without starch or stays. Fold line is woven in to stay in place.



Laundering won't hurt it!

Easy laundering—can't even iron-in wrinkles. No starch, less ironing mean more wear and comfort. Even the collar points resist curling up.



Patented one-piece collar!

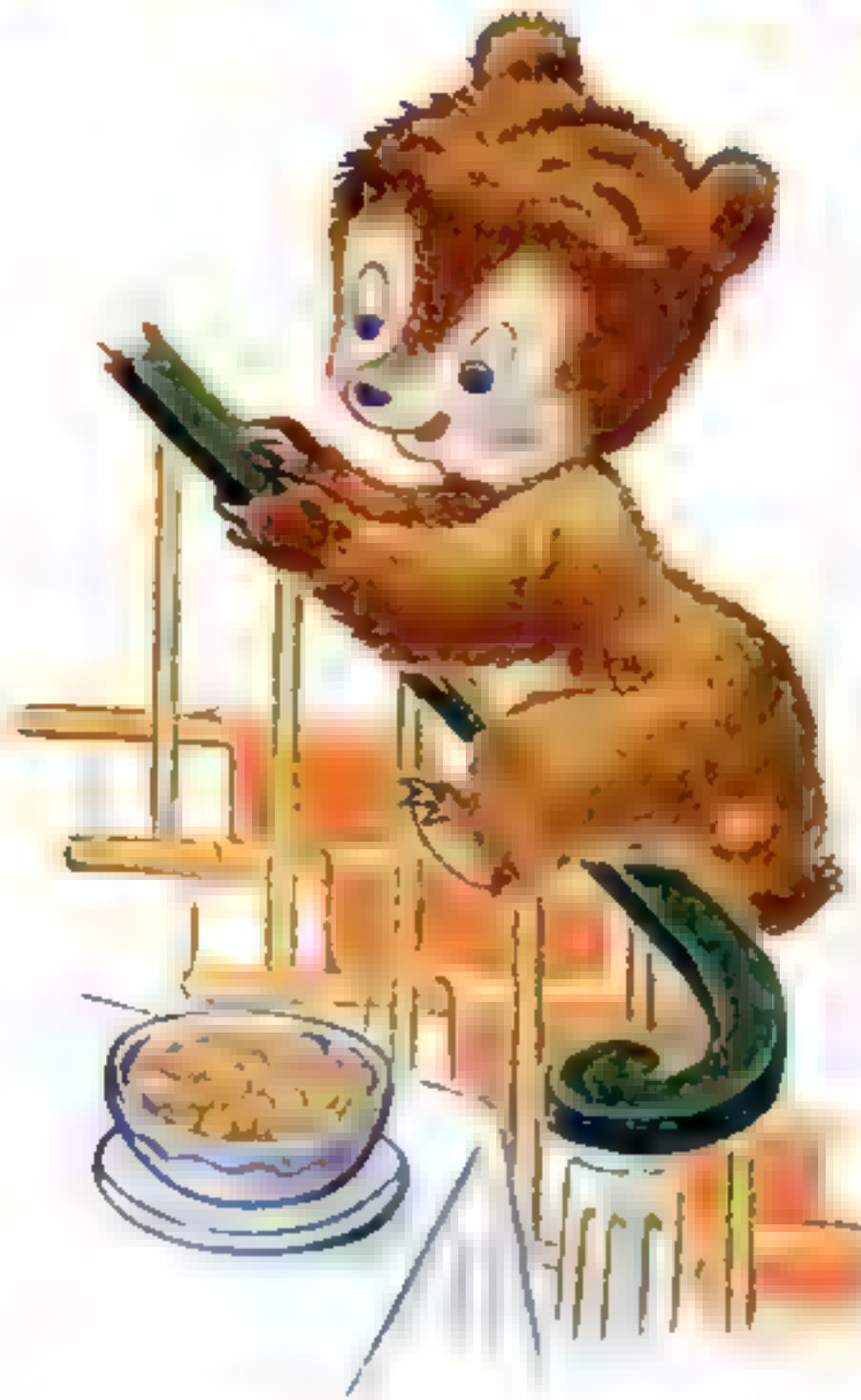
Has no lining, no fused or sewn layers—just *can't* wrinkle. Van Heusen "Comfort Contour" collar styling gives a neat look always.

A HONEY of a NEW Cereal!

Post's SUGAR CRISP

AS A CEREAL
IT'S DANDY!

FLUFFY PUFFED WHEAT WITH A SPECIAL HONEY FLAVORED COATING TOASTED ON—SO SWEET YOU DON'T NEED TO ADD SUGAR. JUST POUR ON THE MILK OR CREAM AND WATCH THE WHOLE FAMILY GO FOR THIS "HONEY" OF A NEW CEREAL!



FOR SNACKS
IT'S SO HANDY!

SO QUICK, SO EASY. PERFECT FOR 'TWEEN MEAL, AFTER-SCHOOL OR BEDTIME SNACKS. IT'S GOOD FOR KIDS TOO—WHOLE SOME WHEAT FOR NOURISHMENT, THE SPECIAL HONEY AND SUGAR COATING FOR FLAVOR, PLUS QUICK ENERGY. WHAT A COMBINATION!



OR EAT IT
LIKE CANDY!

IT'S FUN TO EAT PLAIN—RIGHT OUT OF THE PACKAGE! IT'S SO SWEET AND CRISP YOU'LL KEEP ON NIBBLING AND NIBBLING. YOU JUST CAN'T LEAVE IT ALONE. PUT POST'S SUGAR CRISP ON YOUR GROCERY LIST NOW. IT'S THE NEW CEREAL THAT HAS EVERYTHING!



Whether your grocer has Sugar Crisp in the cellophane bag—or the sensational new aluminum foil wrapped package—it's the same honey of a new cereal you've been buying by the armload!

AS A CEREAL IT'S DANDY—OR EAT IT LIKE CANDY!



IN 1905 Photographer Lewis Hine saw immigrants coping with two problems—a child and entry papers.

Ellis Island 1950



IN 1950 Photographer Alfred Eisenstaedt, in the dining hall of same old building, found a scene much the

same as Hine's: Antonio Magnani coping with his children and a fat briefcase holding his entry papers.

A POLITICAL WRANGLE BRINGS BACK THE OLD, EMOTION-FILLED SCENES

PHOTOGRAPHED FOR LIFE BY ALFRED EISENSTAEDT

The flat, 30-acre island in New York Bay is not what European Communists gleefully call it—"that well-known concentration camp." But Ellis Island is today a gray and gloomy place suddenly full of bewildered people who have become victims of American politics.

The trouble began with an unfortunate law, the McCarran Communist control bill. The bill, designed to exclude subversives, was so loosely drawn that it excluded harmless and desirable aliens as well, people whose only crime may have been membership in the Hitler Youth at the age of 9 or enrollment in a Fascist labor union when joining was a prerequisite to eating. Last September, President Truman vetoed the bill. Congress repassed it over his veto. Thereupon the President set out to enforce the law with excessive zeal, in an effort to prove that his veto had been correct. No one knew who gained by this.

But it was certainly not the aliens caught up in this political wrangle and "delayed" beyond reason on the little island.

In past years Ellis Island had become little more than a forgotten detention pen in which a handful of stowaways and other undesirable aliens awaited deporting. There was nothing of the flood-tide activity and emotion which the late, perceptive photographer, Lewis Hine, saw in 1905-06 and recorded in the small pictures on this and the next two pages. But in 1950, although there are far fewer aliens (1,300 a month as against 3,000 a day in 1906), Ellis Island is again full of deeply human scenes.

The new aliens, photographed here by LIFE's Alfred Eisenstaedt, look the same, have old-country clothes and the same wide-eyed, insistent children. The old buildings, with their huge, tiled rooms and wire-mesh partitions, are still

the same. But this time, because the inspectors must examine not only the bodies and finances of the aliens but their past political connections as well, the atmosphere is gloomier and there are long, inexplicable delays filled with anxiety. The inspectors are invariably courteous, the food is good, the rooms, beds and bathrooms clean. But it is the interminable waiting that breaks down the aliens. Some of them are lucky enough to be processed in 12 or 13 hours. Others are held up for several days. Most of them wind up at a high pitch of exasperation, crying, "Why don't you ask me now what I think of your beautiful country? Why don't you ask me *now*?" Only a few, like Professor Arrigo Poppi, who came from the University of Bologna to study medicine at Harvard, retain any humor. "I came here to study the heart disease," he said, "and instead I get the heart disease."



THE ARRIVAL

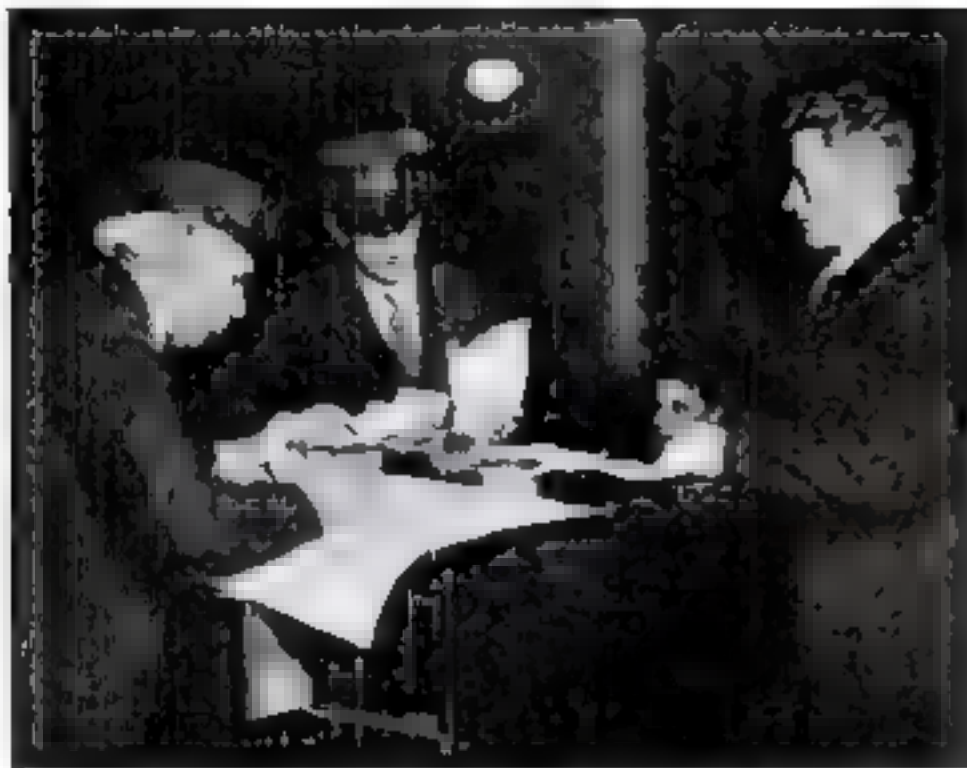
The same faces can be picked out over and over again in the stream of aliens, a few days or nearly a half-century apart. The mustached man at left, who arrived only a few days ago, might well be a twin brother to the one above, who entered the U.S. in 1905. These two photographs were taken on shipboard, where processing now begins even before the aliens reach Ellis Island. Those who traveled first class get first attention. The people at the left traveled third class and had to wait all day.



WAITING

This was much the same when Lewis Hine photographed it (above) as it is now (right), although in 1906 the majority of immigrants were Italian while now they are largely DPs from countries once occupied by the Nazis or now occupied by the Russians. As they wait for their names to be called, the aliens can play ping-pong in the recreation room, listen to the radio or wander around. Most just sit listlessly staring. Some of those at right have been waiting for a few hours, others for several days.





INTERROGATION

This was shorter in the old days, when the photograph above was taken of inspectors getting information from a young German. In 1950 (right) Maria Nadahn of Italy, seated at left of the table, is worked on by an inspector-stenographer-interpreter team. Typical questions are: Do you believe in Fascism? Communism? What political organizations have you belonged to? Why? For how long? If the answers to any of these are unsatisfactory, aliens are delayed and given a more exhaustive grilling.



EXHAUSTION

Then (above) as now, women and children sleep on their bundles while their husbands and fathers are off struggling with red tape. As soon as possible they are assigned beds in private living quarters or in dormitories. Usually families are kept together, but now space is short and many of them must be split up. Thus they spend their first night in the U.S. separated and frightened and resentful. Ellis Island can accommodate 1,600 people, but many of its long-unused rooms are now closed off.



ELLIS ISLAND 1950 CONTINUED



EXHAUSTED PARENTS in recreation hall try to keep their child amused and quiet. Most of them will put up with endless pickaback riding, hair-pulling - anything—to get relief from the bewildered crying.

IN WOMEN'S DORMITORY, separated from husbands, wives sit sullenly on their beds. At right is Maria Palmerini of Italy. Here for a six month visit. She receives same treatment as those who will stay.

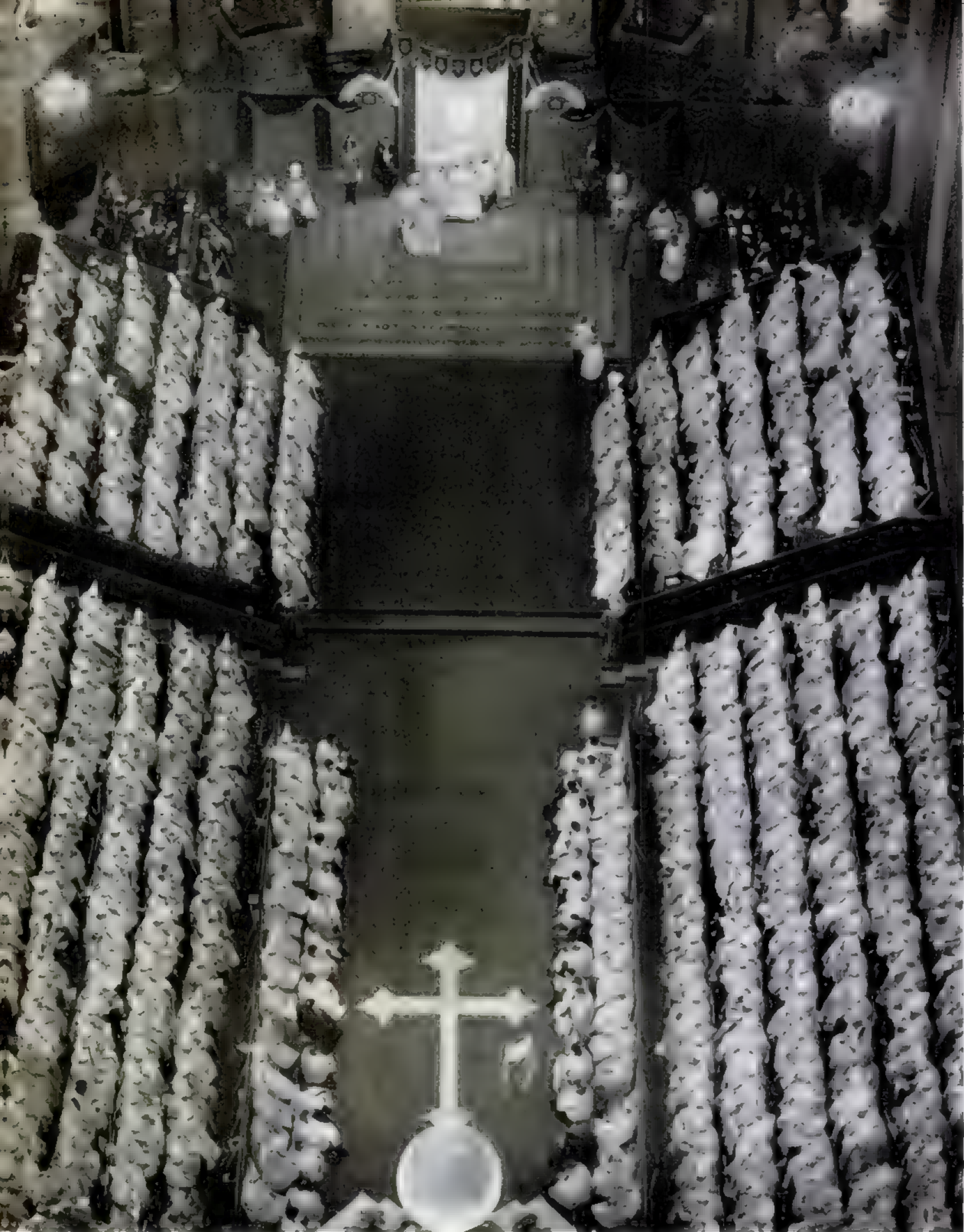
TIRED CHILD is ready to go to sleep with his head on the dining hall table. American food is sometimes too strange for aliens. There is a kosher kitchen for orthodox Jews.





TOGETHER BUT SEPARATED by their lonesome preoccupations, Rachel Pewzner and her husband Schulim wait in a corner of a big noisy room. He has turned his face to the wall and is praying, perhaps for the child his wife will soon have or perhaps simply for a speedy release from the island. A rabbinical student,

Schulim has a scholarship waiting for him at a Brooklyn institute but has been detained because of some irregularity in his papers. He and his wife came from War-saw, did forced labor in Rus-sia, wandered to Germany and then to France. Hardships have made them look far older than they really are—she is 20, he 24.



RESPLENDENT GATHERING of 37 cardinals and more than 600 patriarchs, archbishops and bishops in their full regalia of copes and miters joins Pope Pius XII in

celebrating a pontifical Mass in St. Peter's as the closing rite of the three-day ceremony. It was one of the largest assemblages of the Church's hierarchy in all history.



FLARE-LIT SERVICE in Rome's Colosseum, on stones where the earliest Christian martyrs shed their blood, opened series of Assumption ceremonies.

A DOGMA IS PROCLAIMED

Pope affirms Assumption of Mary as binding faith

Last week occurred what is for Catholics the most important theological event of this century: the proclamation by the Pope of the dogma of the Assumption of Mary. Now Catholics must accept as divinely revealed doctrine—or incur the stigma of heresy—that the Virgin Mary was assumed body and soul into heaven after her death.

For more than 1,500 years Catholics have believed in Mary's Assumption, and in the past century eight million petitions have come from all over the world urging the Church to convert the accepted doctrine into binding dogma. Four years ago the Pope asked his bishops for their views and found them overwhelmingly in favor of proclaiming the dogma. Some thought the proclamation might be inopportune at this time, but the majority plainly felt, as Graham Greene has written in *LIFE* (Oct. 30), that in a time of crisis it would "help the devotion of millions." And so last week the Pope, sitting on a throne before St. Peter's, read the final words of the Assumption dogma: "... that the Immaculate Mother of God... was taken up body and soul into heavenly glory." As he finished, a tremendous roar of approval came from the 500,000 onlookers, and the bells of St. Peter's and hundreds of other churches in Rome pealed out over the city for half an hour.



PAPAL BLESSING is given crowd outside St. Peter's after long procession had conveyed the Pope around square. Then he proceeded with proclamation.

Perfect Toast

Enjoy your favorite kind of toast—light, medium or dark—every time with Camfield, America's Finest

Automatic Toaster. It's the toaster with controls at both ends—they operate conveniently from either side of the table! Beautiful mirror-chrome finish for lasting beauty.



and Coffee

The KING of Automatic Coffee Makers, this stunning new Camfield makes coffee to your own taste—every cup, every time. Brews a little or a lot, tells you when coffee is ready and keeps it piping hot in-

definitely. Resets itself, too! It's fully automatic. Now at your favorite department or appliance store.



Automatically

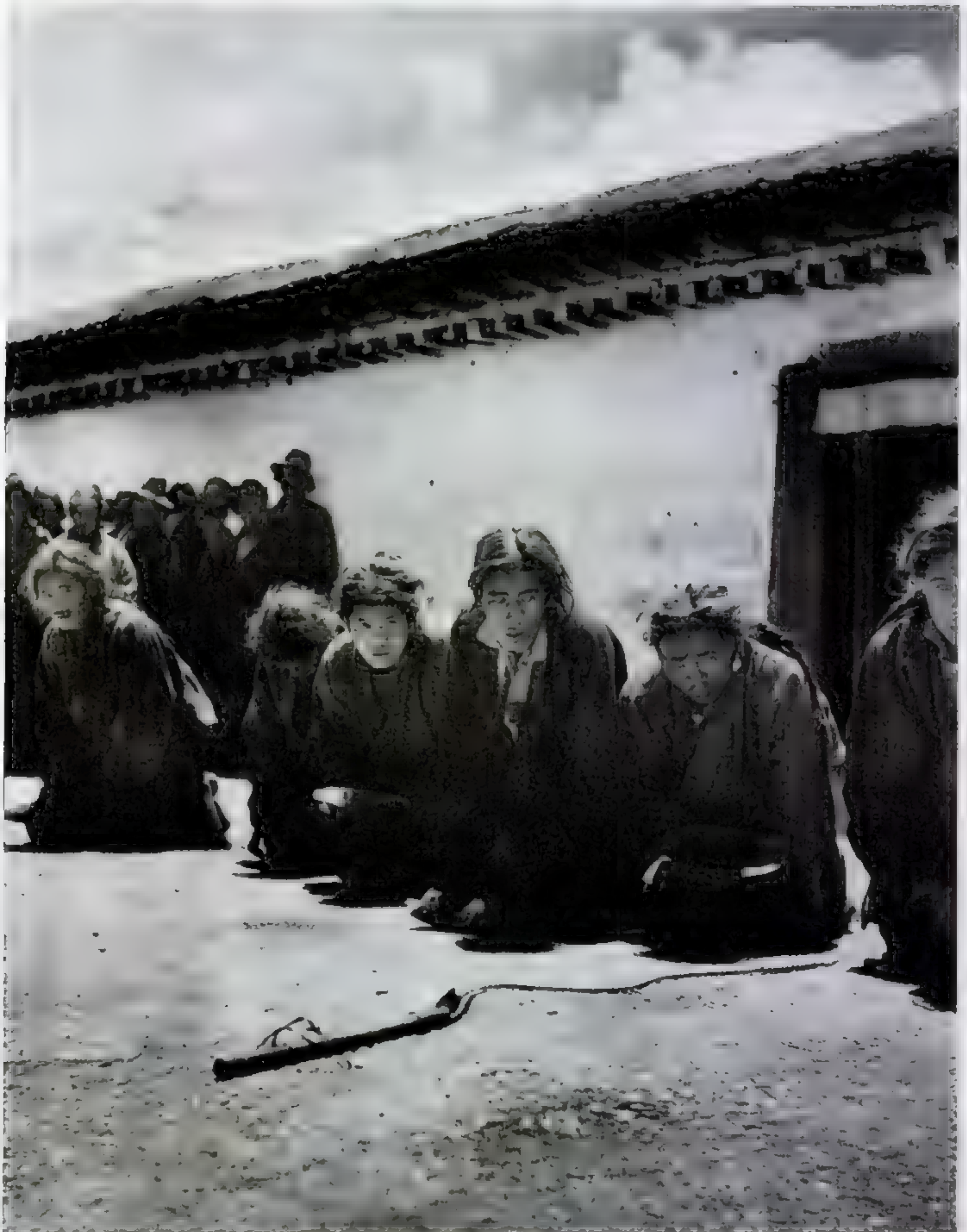
CAMFIELD MFG. CO., GRAND HAVEN, MICH.

CAMFIELD

FAMOUS FOR BLUE RIBBON APPLIANCES

PERFECT FOR GIVING OR GETTING

THESE TIBETANS KILLED AN AMERICAN . . .



AT THE MILITARY HEADQUARTERS IN LHASA, TIBET'S CAPITAL, SIX BORDER GUARDS ARE FORCED TO KNEEL BEFORE A LASH WHICH WILL BE USED ON THEM

... AND GET THE LASH FOR IT



BUTTOCKS BARE, HEAD HELD FIRMLY, ONE OF THE KILLERS GETS LASHED



LEADER (RIGHT) AND ONE WHO FIRED FIRST WERE ALSO PUT IN STOCKS

THIS WAS THE PERILOUS TREK TO TRAGEDY

by FRANK BESSAC

as told to JAMES BURKE, TIME-LIFE correspondent in New Delhi

IF I had known what I was letting myself in for when I decided two years ago to study Mongolian anthropology, I'd have quickly left the subject for the Mongolians. The U.S. Army had grabbed me out of the College of the Pacific in my senior year and had stationed me in China during World War II. There I acquired my fascination with the Mongols, which led me to take a State Department job distributing grain in the Mongolian Ordos region. When I got to know the Mongols at first hand, I liked them even more than I had thought I would. Their friendliness and independence, the fierce delight they took in almost everything they did was infectious. Never will I forget riding at night with them out across the steppes, hearing them break out in their wild, wailing nomadic songs. Loping along with dozens of Mongols, listening to their songs ring out in the crisp night air and feeling the horses quicken their gait, I could understand for the first time how a leader like Genghis Khan could make a conquering army out of a horde of these people.

Their gratitude for the small relief they

From a lamasery-studded land on top of the world came news last week of another Communist aggression: Red Chinese troops have attacked Tibet. More than any country Tibet is an unknown land to Americans. But last week an American named Frank Bessac had just returned to the U.S. after a 3,000-mile trip through the wilderness from Mongolia to Tibet. There he was almost killed by border guards (opposite page and above); the American with him was killed. On these pages LIFE presents Frank Bessac's odyssey.

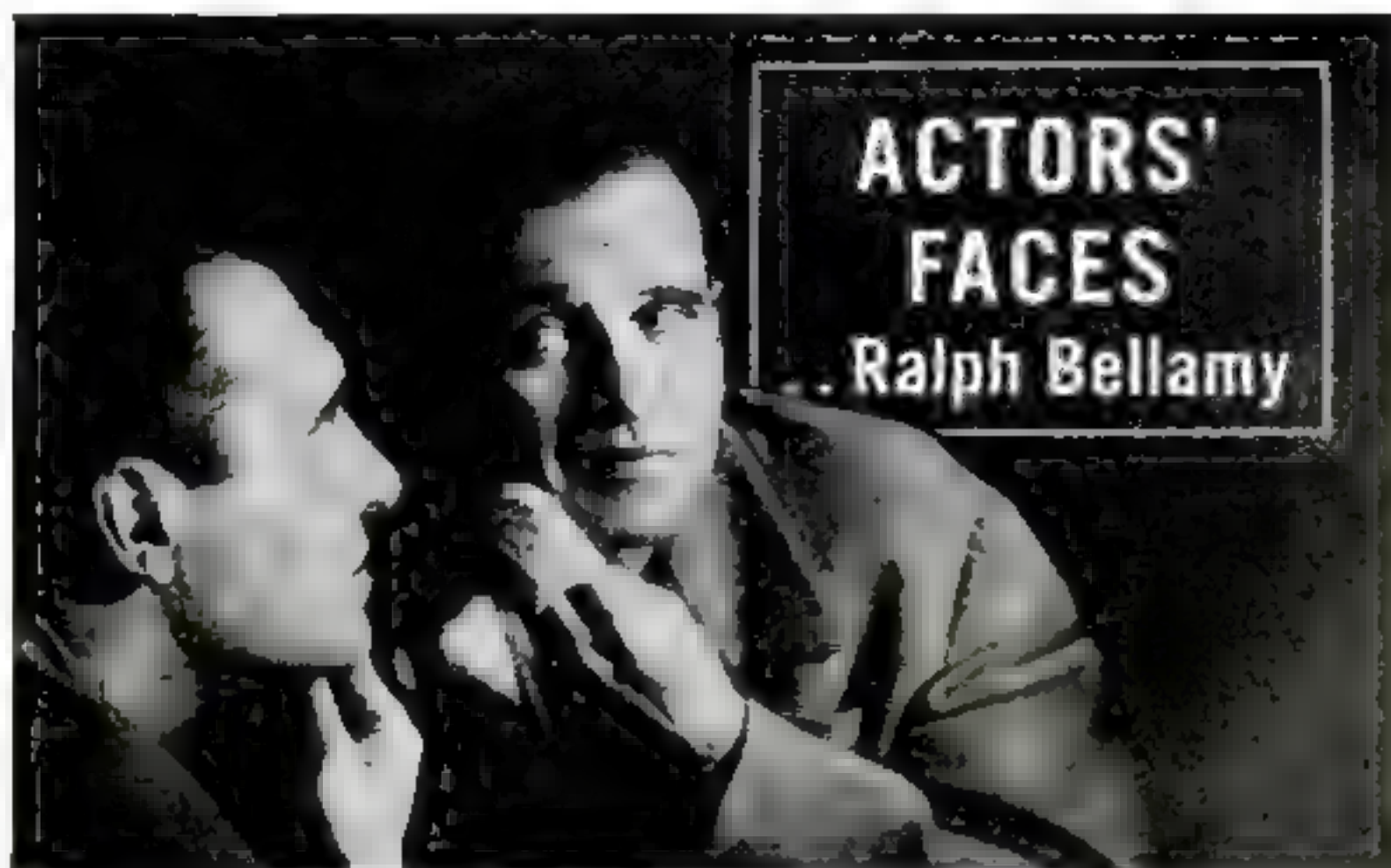
were receiving impressed me too. One day I visited Prince Wangchingtseren, of the Ulan-chap League on the border of Outer Mongolia. He wanted, he explained to me, to express his thanks by presenting to the "Great Khan" of America the finest horse in his stable with a silver inlaid bridle thrown in. I explained the difficulties of transporting a horse from Mongolia to the White House in Washington, but the prince insisted on sending the saddle at least. I managed to get it on a plane to Hong Kong but, now that I am back in the U.S., I find the White House has no record that it ever got to the "Great Khan" Truman.

When ECA swallowed up the State Department project I was offered the position

as head of ECA's Mongol operation. But at this point I discovered that I had glaucoma, a weakening of the eyes. So my work had to wait four months while I underwent surgery in Chengtu. The operation appeared to halt the disease, just in time for me to be awarded a Fulbright scholarship to continue my studies. But by now the shadow of the Commu-

nists had spread across the whole of North China, and I saw that I could not go to the University at Peking as I had hoped. I had been watching this so-called agrarian uprising uneasily for some time now and I wanted no part of it. So I headed for an area where I would be least likely to be bothered by the Communists—Tzehu, the citadel of the Ala Shan Mongols, far out in the deserts of western Inner Mongolia. It was the spring of 1949 when I got there and started to make friends and pursue my studies. I had been there only three months when the Chinese Communists broke out through Northwest China and threatened the whole of Inner Mongolia.

It was a hard decision to make. Although I had progressed so well in my studies, I still



Ralph Bellamy, distinguished star of stage and screen

Actors' faces are extra-sensitive

But Ralph Bellamy finds this remarkable new shaving cream helps keep his face youthfully soft and good-looking!

Actors, more than any other group of men, must look their young, healthy best at all times. But wearing and removing heavy stage make-up leaves actors' faces extra-sensitive. This means painful discomfort during shaving and can even lead to wrinkled, old-looking skin.

To help actors—and other men with sensitive skin—maintain a young and healthy appearance, The J. B. Williams Company has added an amazing new substance to Williams Shaving Cream. This new ingredient, Extract of Lanolin, helps protect the

face against excessive dryness and daily blade scrape.

Now—every time you shave with the New Williams Shaving Cream—you give your face the benefit of Extract of Lanolin, which helps preserve the youthful qualities of the skin. If your position calls for a well-groomed look from morning till night, or if your face is sensitive to the sharp cutting edge of your razor, you'll want to start using the New Williams Shaving Cream right away. *Same tube—same carton—but now containing wonderful new "Extract of Lanolin!"*

NOW! America's Finest \$3.65 White Shirt Value WINGS SUPER-FORT



with super-strength
Airplane Cloth Collar and Cuffs
guaranteed to outlive the shirt!



More quality than you'll see in any other shirt tagged at \$3.65! Gleaming white, smoothly textured broadcloth—luxuriously tailored. And as if that weren't enough, Wings fashions the collar and cuffs of genuine airplane cloth—turns a fine shirt into a super shirt... Super-Fort.

In regular and spread collars,

\$3.65

WINGS

Makers of Wings Shirts • Sportswear • pajamas

Write for name of nearest Wings dealer

WINGS SHIRT COMPANY, Inc., 4 West 33rd Street, New York 1, N. Y.



ALONGSIDE PART OF HIS CAMEL CARAVAN, BESSAC PLODS OUT ACROSS

TREK TO TRAGEDY CONTINUED

had much more I wanted to do. Yet there was really no alternative if I wanted to avoid being captured by the Communists. Already we might be surrounded. There was only one good escape route, and that hardly an easy one—out across the Ala Shan Desert to Sinkiang, China's remote Central Asian province which was still in Nationalist hands. So began my odyssey.

With two Mongol friends who acted as guides, I set out into the desert. Ahead of us lay a 16-day trip to the motor road that led into Sinkiang. How we made it still remains a mystery to me. There are no landmarks except for sand dunes which are always shifting before the howling desert winds, slowly but as unceasingly as ocean waves. At first I tried walking alongside our little caravan, but after bucking the desert wind and stumbling through the loose sand I settled for the heaving, jolting gait of the camel. I had brought only two books with me—Emily Brontë's *Wuthering Heights* and Robert Trumbull's *The Raft*. I was through both of them far too quickly.

Somehow, despite the completely unmarked expanse of sand, despite sandstorms that blotted out the sun and the stars, we came to the Sinkiang motor road at exactly the point my Mongol friends had aimed for. Evidently if you have Mongols you don't need a compass.

We reached the road only to discover from passing refugees that the westward advancing Communists were a few miles away from us on the same road. When a Nationalist postal truck came along soon after, I hitched a ride. My Mongol friends turned their caravan about and headed back home.

In September 1949 I reached Sinkiang's capital, Urumchi. There I found only one other American. He was a young vice consul named Douglas S. Mackiernan, whose unpleasant job it was to close down the office if and when the Communists actually began occupying the province. For a brief rest I settled down with Mackiernan.

It was less than a month later when, out for a walk in the city, I learned that the provincial authorities had turned Sinkiang over to the Reds without even a fight. I realized this when I saw the staff of the Soviet consulate out in the street cheering. On the way back to our consulate I heard some grade school children shouting a phrase they had just been taught: "Long live Mao Tse-tung!"

That night Mackiernan and I burned all the State Department documents and packed up. Before dawn, after a hurried radio message to the State Department that we were pulling out, we edged our way out of the city in the consulate jeep. At a prearranged spot outside the city we picked up three White Russian friends who were



IN THE U.S. Bessac looked the clean-cut part of a college tackle.



THE ALA SHAN DESERT AT BEGINNING OF HIS FLIGHT FROM MONGOLIA

also fleeing the Communists. Now began the weirdest part of my journey. It would be 11 months, 1,500 miles and three deaths before we were safe with Americans again.

The first thing we did was to abandon the jeep. We could not take the chance of remaining on Sinkiang's roads, and the rest of the province is a trackless expanse of sand and mountains. We managed to buy 20 horses and set out across open country—and I mean open country. Our general destination was Tibet, nearly 800 miles to the south from Urumchi. I cannot reveal the exact route we took; there were several people along the way who helped us, and I would not like to identify them for the Communists.

Most of Sinkiang, however, is so desolate, nothing but 20,000-foot-high mountains and desert plains where no one can remember when it has rained, that Sinkiang's favorite farewell is "May there be a road." So we had no help for most of the journey. We did have a compass this time and some maps. But the maps, especially the American ones, were nearly useless. Huge lakes, towering mountain ranges and whole cities nearly buried by the sand turned up where none was marked on the maps. To check the compass, Mackiernan rigged up an octant out of my old camera, which had been long since ruined by the sand. Even then we were never certain of the positions it



IN MONGOLIA a beard and robes helped Bessac go native.

gave us. No coastwise sailor ever relied on dead reckoning as much as we did. And it was further complicated by having to calculate by Mongolian "running-horse miles," supposedly equal to one English statute mile but confusing nevertheless. We could only travel at night and hide during the daytime, with a lookout posted for Red patrols. Some of the patrols came so close that we could peer out and see them from our hiding places.

Then we started across the great Takla Makan Desert, which well earns its nickname of "white death." For three days on this desert we were unable to find any water. The second day we suddenly came upon a great many converging tracks, all of which seemed to head off in one direction. By this time we were not worrying about our general destination, only about a direction that would lead us to water before we dropped. Mackiernan looked at the tracks and said, "That certainly must be the way to water."

I had no premonitions, I'm sure. It was merely a reflection of my general depression when I said, "Water, hell. We won't find anything but a mountain of bones at the end of those tracks."

We followed them anyway, of course. And it was only half an hour before we came upon the sun-bleached skeleton of a man, stretched across the middle of the tracks. His arms were extended before him, still reaching for the mirage that we began to feel we too would be seeing pretty soon.

CONTINUED ON NEXT PAGE



Oh!
that
rheumatic
pain!



Absorbine Jr.

● Why let neuralgic or rheumatic pain keep you in agony? Just reach for Absorbine Jr.—quick!

Famous for its surprisingly fast action, Absorbine Jr. fairly "floats" away the pain! It goes to work as soon as you apply it with two wonderfully beneficial effects:

First, it soothes those sore, aching spots! Second, it counters the pain-causing irritation with a grand warming effect!

Be ready for the next time rheumatic or neuralgic pain hits you. Get Absorbine Jr. today. Only \$1.25 for a long-lasting bottle wherever drugs are sold.

W. F. Young, Inc., Springfield, Mass.



Ah, my
Absorbine Jr.



ACHIEVE THE NEW EXOTIC EYE MAKE-UP

WITH *Maybelline*
PREFERRED BY REALLY SMART
WOMEN THE WORLD OVER —

EYE SHADOW • EYEBROW PENCIL • MASCARA

He's here!

RUDOLPH

THE RED-NOSED
REINDEER



ON THE NEW

Thayer

MUSICAL ROCKER

Just in time for Christmas, Rudolph comes to town with a wonderful rocking chair. It plays Rudolph's famous tune automatically when rocked. Fits any child from two to ten. Rudolph is exclusive with THAYER, makers of America's finest juvenile merchandise. See the Rudolph model and other gay musical rockers by Thayer at your dealer's now. And send 10¢ for your copy of "SALLY LOU AND MINERVA, HER DOLL" to Thayer, Inc., Dept. L-15, Gardner, Mass.

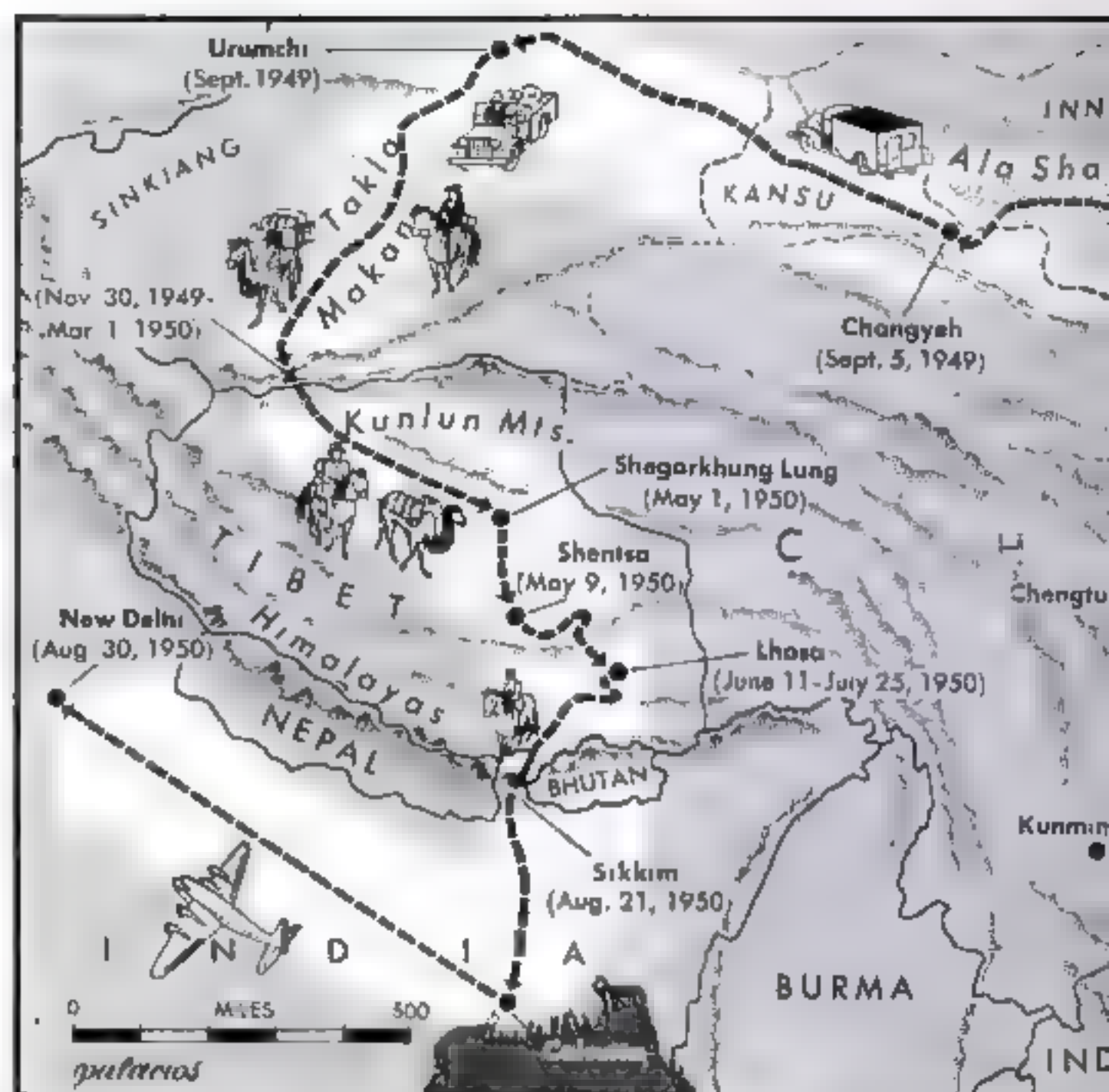


"BUTTON-UP"

One way, it's an ear-warmer that scarfs your chin and keeps you pretty in the strongest wind. The other way, it's a turban that wraps your head in button-halo'd beauty. A charmer, every way, in brushed rayon suede to fit all heads. In all winter-flavored colors. About \$2.50.

Yearrounders
styled by LISH

At fine stores everywhere or write to
Lish Brothers,
65 West 39th Street, New York 18, N.Y.



TREK TO TRAGEDY CONTINUED

At the end of the next day we did see it, but by God-given luck it was not a mirage. It was an old well, originally sunk there for travelers on an ancient trade route. It contained a few inches of dark, brackish water that tasted to us like the purest spring.

As November was coming to a close we arrived at the ice-topped mountain ranges bordering Tibet. With winter upon us, there was no chance of crossing the mountains, so we moved into a small settlement nestled against the mountainside. It was loneliness and utter boredom such as I have never been through before. By good fortune Mackiernan had brought two books with him. One was *War and Peace*, which I read three times. The other was *Cass Timberlane*, which I only had time to read twice before we had to put its pages to use in our makeshift toilet.

March finally came, and with it our busy preparations for the long climb into Tibet. Then we collected 15 camels and two horses. Using five camels for transportation, the rest as pack animals, we set off up the mountainside. We were eight weeks getting across them. What little food we had been able to get together was soon gone, and we had to depend almost entirely upon the occasional antelope or wild yak we could approach close enough to shoot. Two miles up like this, the boiling point of water was so low that we could never get anything cooked through. I promptly lost most of my fillings, and my teeth began to ache intolerably. There was nothing to do about this, though, and, unaccountably, the aching finally went away. I have not had any trouble with them since.

Fuel itself was a problem. There was only dried yak dung, and we used up several precious hours of traveling time each day hunting for it. We became as adept as nomads in determining at a glance the difference between old, inflammable dung and the new, almost fireproof droppings. When we did get a fire going, we had to be extremely careful about breathing too much smoke at this altitude. If we inhaled the smoke of the cooking fire, it singed our lungs. Often at night I woke up choking and gasping; the air did not have enough oxygen to let me get one good breath in most of the eight weeks.

Partly because of this and partly because of the near-constant meat diet, we felt sick and overtired all of the time. The meat gave me a protein poisoning, and I felt constantly starved. Before we were over the mountain, I was getting nauseated at the sight of a piece of meat.

Our animals suffered much worse. There was little grass, and most of that un nourishing. We were startled when our camels started to share the meat diet with us; these were the first carnivorous camels I have ever heard of. The horses refused to make this change. They soon starved to death.

But the thing I will remember most about the Tibetan mountains was the wind, the screaming, penetrating wind. Every morning, between 6:30 and 8 o'clock, it began with a zephyr or two,



ROUTE TO TIBET by truck, jeep, horse and camel is shown on map of Bessac's odyssey. Trip out to India was by horse, then by plane to New Delhi. New Communist attack on Tibet has shocked India's Pandit Nehru, whose border is up against Tibet. Reds are attacking due west of Chengtu in an area that both China and Tibet have claimed and through which no exact boundary line has ever been drawn. But by last week Reds had penetrated territory acknowledged as belonging to Tibet.

usually accompanied by snow. Rapidly it turned into a howling, skin-blasting roar which never died for a moment throughout the day. So bad was it that if anyone had anything to say he got it said before midmorning; after that there was no conversation; it was impossible to do anything but hide our heads in our coat collars.

On May 1 we came in sight of our first Tibetan settlement. Nothing more than that, it was merely a clustered group of black yak-hair tents. Mackiernan and I decided to go on ahead of the rest to make contact and establish our friendly intentions. We knew of the continuing feuds among these border tribes and also of the suspicious, trigger-happy border guards who were always wandering about these ranges. As we drew near the tents, we noticed a girl coming out to meet us. Central Asian nomads are careful people in matters like this; never risk a good fighting man in an encounter with what might be an enemy.

We were, of course, delighted when the girl stuck out her tongue—a friendly Tibetan greeting. She turned and walked back toward the encampment and we followed. But as we approached them we noticed the men unlimbering guns. We therefore decided first to return to our caravan and set up a camp near theirs, so as to convince these people that we were friendly travelers.

That, it turned out, was a big mistake.

When we had got our tent up, I took a white flag and some presents of cloth and started back to the encampment. I later learned that as I was leaving, Mackiernan said, "I hope not, but I have a feeling that Bessac will die today." When I got to the encampment the men still had their guns out, and every one was pointed at me. But I kept walking toward the men, waving my white flag more briskly, until I came up to them. Then I offered my presents. Their attitude changed abruptly; they put down their guns and accepted the cloth with smiles and bows. Soon we were all seated in a circle, admiring the cloth and trying to converse. Although I tried Mongol, Chinese and English, I could not make them understand any words beyond "American" and "Dalai Lama."

Between where I was sitting and our temporary camp was a ridge, over which I could not see. Now, from behind the ridge, came the sound of gunfire, I scrambled up to a knoll just in time to see the climactic tragedy of our journey unfold before me. From our tent came Mackiernan and the three White Russians, their hands in the air. Now from behind the embankment six men rose and walked slowly up to our group. All six carried rifles at their hips. While I stood there watching, the two groups kept walking toward each other—slowly, silently—for all the world like some kind of charade. They were about 30 yards apart now, but they kept walking toward each other. Then came a shot, quickly followed by another. Two of our men fell forward. I heard, faintly, the voice of Mackiernan shouting, "Don't shoot!" He was answered by another shot, and a third man fell; I could not tell from that distance whether it was Mackiernan or not. Then the fourth figure ducked low and raced for the tent. There was another shot, but he disappeared into the tent.

CONTINUED ON NEXT PAGE



Whiskers
TOUGH
like a golf
course rough?



Skin as
TENDER
as a baby's
rear end?

Then switch to **PAL HOLLOW GROUND**

...the blade that's made especially for YOU!

Pal Blades are scientifically designed to tackle the toughest beard with an ever-so-light "once-over," leaving the tenderest skin smooth and fit as a teenager's!

Buy 'em, try 'em! If you're not enthused with Pal's shaving results, return the dispenser to us for full refund. Pal Blade Co., Inc., 43 W. 57th St., New York City.

"There's a **PAL**
Blade to fit your
razor **PERFECTLY**"



DOUBLE and SINGLE EDGE
in Zipak dispenser

44 for 98¢

21 for 49¢ • 10 for 25¢

Also 4 for 10¢ in regular packing



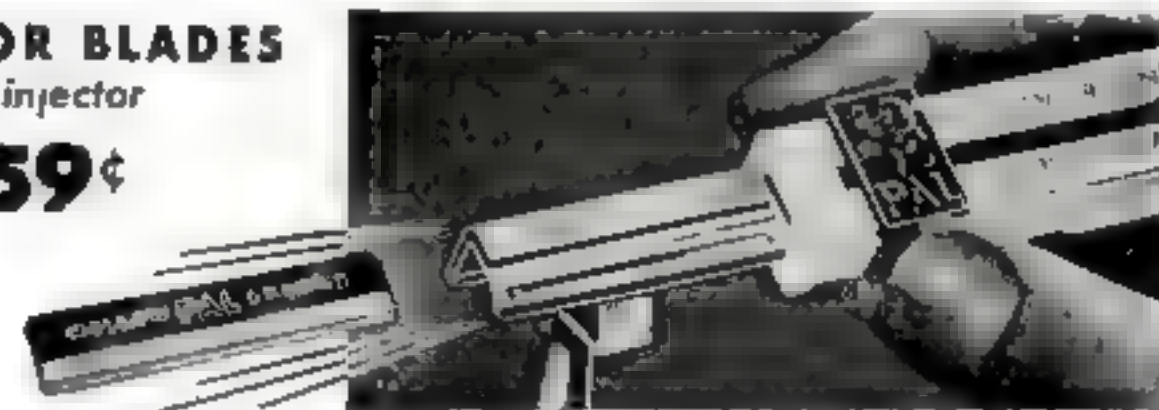
PAL INJECTOR BLADES
in magazine injector

20 for 59¢

10 for 39¢

6 for 25¢

(trial size)



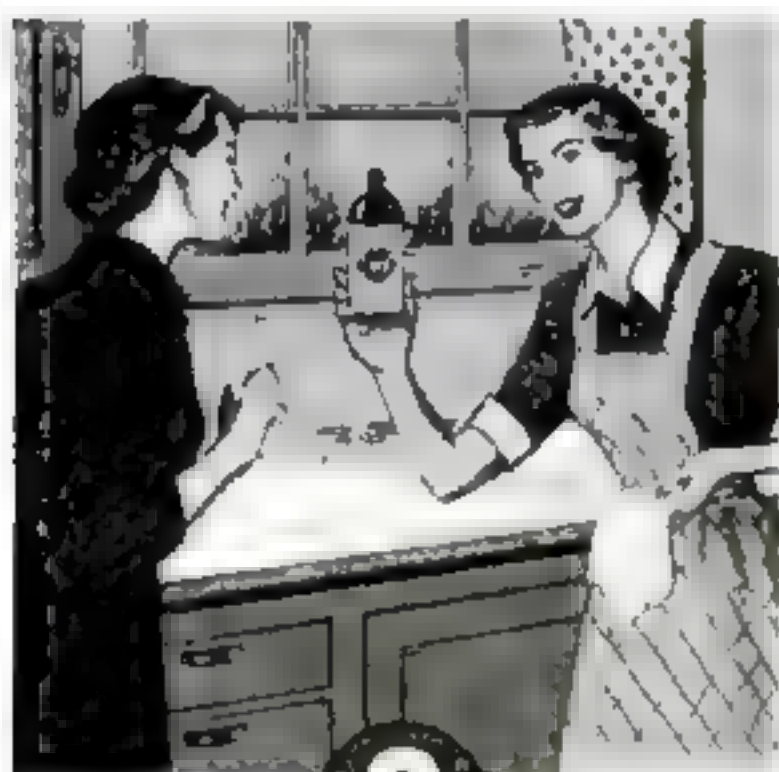
**PAL HOLLOW GROUND
RAZOR BLADES**

"Your Best Blade Buy"



Gentler bleaching action.....

added protection for linens! Come wash-day, U.S.A., millions of housewives reach for Clorox. For Clorox makes white cottons and linens snowy-white (brightens fast colors), removes stains, deodorizes, makes linens sanitary, too! Clorox does even more! It conserves costly linens... it's free from caustic, extra gentle on fabrics... made by an exclusive formula protected by U.S. patent.



Greater disinfecting efficiency...

added protection for health! Don't let a dirty dishcloth wipe germs onto your dishes. You can make your dishcloths clean-looking, fresh, and sanitary, too, with Clorox. For Clorox bleaches, removes stains, deodorizes and disinfects! And your family gets extra health protection in Clorox because it's extra efficient... kills germs quicker than any other product of its kind! Directions on label.

CLOROX AMERICA'S FAVORITE BLEACH AND DISINFECTANT



LONELY CAMP is pitched in the middle of Ala Shan Desert and the tired camels are freed for the night. Mongols' camels are better than those of the Chinese because the Mongols usually give them a winter vacation every year.

TREK TO TRAGEDY CONTINUED

I had heard three or four more shots before I realized that they were firing at me. As the bullets zinged by me I dropped to the ground, just as one whacked the flag out of my hand. I lay there a moment in silence, then raised my head again. More bullets went over me, so I dug deeper into the sand. It wasn't any kind of bravery—and I don't think it was resignation—but anyway, after waiting a few more minutes, I simply stood up and started walking toward the men with the rifles. Strangely they took no more shots, but let me come up to them. It was a long walk.

When I was within talking distance, one of them wagged his rifle at me and shouted "Ke i'ou!" This was the Chinese phrase meaning "Kneel and touch your head to the ground." Unthinking, I was infuriated. I shouted back:

"I will not. I am an American."

To be on the safe side, I repeated the phrase three times, in English, in Chinese and in Mongolian. My reaction—or maybe it was my recitation—puzzled them. They herded the other man out of the tent and stood him alongside me. It was not Mackiernan; it was Zvansov, one of the White Russians. He had been hit in the leg but was able to walk. The riflemen held a conference in front of us. I could not understand their dialect, but obviously they were puzzling about what to do with us. It was evident now that they were border guards, that they had not intended to kill us, but that one of them had fired and frightened the others into firing automatically. Now they were gravely worried over what would happen to them when it was discovered in headquarters what they had done.

While they argued among themselves, Zvansov told me what had happened. The riflemen had crept up on our tent and, evidently afraid that we were waiting to ambush them when they got close enough, had fired into the tent. They had not hit anyone, and the White Russians had argued that our group should come out shooting—especially since we had a Tommy gun. But Mackiernan argued that we should show our friendly intentions, so he decided it would be better to walk out unarmed, with hands up and try to make peaceful contact. He had no way of knowing, at that time, whether these were nomads from the settlement I had set out for. They might have taken me prisoner and come to the tent to find out more about these visitors before releasing me. In any case Mackiernan and the three White Russians came out with their hands up. What happened after that I saw from my knoll.

For two days we waited for the border guards to make up their minds. I was allowed to treat the bullet wound on Zvansov's leg. The members of the nomadic settlement came over to see us. They clucked their disapproval and offered us food, but they carefully stayed away from the border guards. The third morning we were bundled onto camels and our caravan was led toward Shentsa, a military outpost six days' ride away. Zvansov's leg began to throb painfully, but he was able to stay on his camel. Meanwhile I was practically blind; one of the guards had taken a fancy to my glasses.



AMERICAN SHOT by guards was Vice Consul Mackiernan.

Three Smart New Cuff Links

SMARTLY DESIGNED
CONVENIENT FINELY MADE

Krementz Jewelry has enduring richness because it is made with a rich, lasting overlay of hard rolled 14 Karat gold.

Krementz
FINE QUALITY JEWELRY
since 1866

Bracelets • Earrings • Neckties • Brooches
Evening Jewelry • Cuff links • Tie Bars • Belt Buckles
Available wherever fine jewelry is sold

Corns?

- NOW!** 1. FASTEST RELIEF
EVEN...
2. QUICKEST CORN REMOVING
ACTION KNOWN...
3. THE PROVED METHOD THAT STOPS
CORN BEFORE THEY CAN DEVELOP

Dr. Scholl's Zino-pads instantly stop painful shoe friction, lift pressure on corns, sore toes. And they give you the quickest corn removing action known to medical science. Dr. Scholl's is the only method, too, that stops corns before they can develop. No wonder Zino-pads are the world's largest selling foot relief. Get a box today. Sold everywhere.



Dr. Scholl's Zino-pads

FOR BEST RESULTS SHAVE WITH..



Novel Mr. PEANUT Bank

Lustrous, colorful plastic, 8 1/2 in. high, in red, blue, green or peanut tan. Makes a nice gift. Yours for only 25c and two empty 5c PLANTERS PEANUTS bags. Send with your name and address—state color you want—to PLANTERS PEANUTS, Dept. M, Wilkes-Barre, Pa.



MORE STEEL

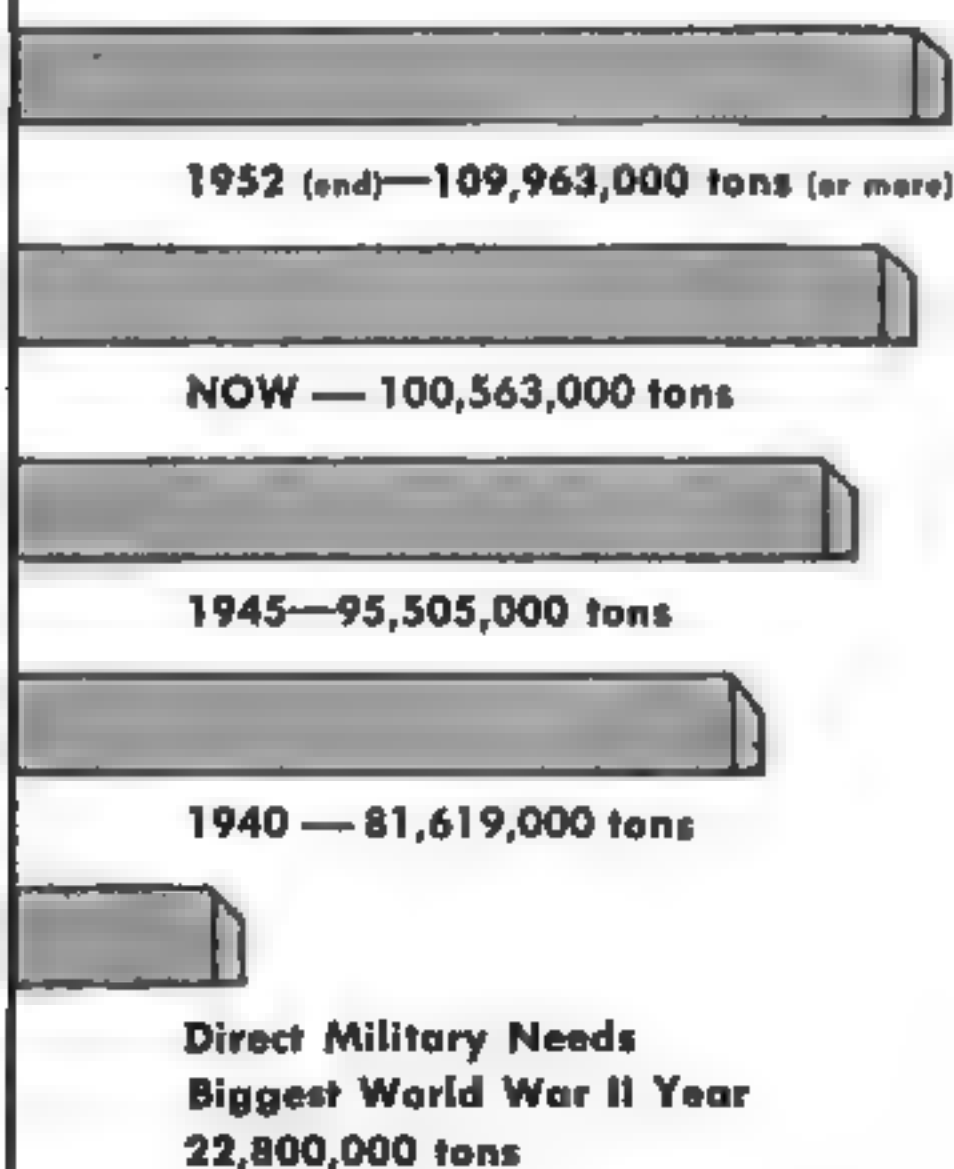
is on its way-

New steel mills are being rushed to completion . . . still others are being planned. Existing mills are being improved, as steel companies review their plans to make sure they are ready to meet the new demands of re-armament and growing civilian needs.

If you need some of the many, many things made from steel that make American life so comfortable, be patient.

Right now, steel supplies seem shorter than they really are. The steel industry is bigger than you think. Look carefully at the chart for proof of that. Competition has made it big and strong, taught it to lick every problem by breaking production records.

AMERICAN STEEL CAPACITY



AMERICA'S **STEEL** INDUSTRY

Greatest Industrial Triumph of Free Men

More than 200 companies make up the free and independent steel industry of America.



with Cameo's exclusive

Face Powder Finish*

A new kind of stocking finish that makes your legs look smooth, misty and infinitely alluring! Bur-Mil® Cameo's® Face Powder Finish is yours...in the incredibly longer-wearing 60 gauge NYLOMIST. Low in price, too!

*Trademark

BUR-MIL

CAMEO
Stockings

A PRODUCT OF MURLINGTON MILLS



WITH ANXIOUS OFFICIALS of the Tibetan government, Bessac (right) is escorted into Lhasa after shooting. Guards, under arrest, were sent on ahead.

TREK TO TRAGEDY CONTINUED

With them on he was almost blind too, but he got a great kick out of wearing them. Jogging painfully across the desert all day and sleeping in the open at night, we got only 24 hours' ride closer to Shentsa when two horsemen approached our struggling little party. These newcomers carried red flags, the emblem of official Tibetan couriers. They pulled up abreast of us, studied Zvanov and myself, talked to the guards and suddenly started shouting.

One of the couriers showed me two documents. They were entry permits for Mackiernan and his party. As I learned later, the State Department, guessing that Mackiernan would try to come out through Tibet, had requested Lhasa to give us safe entry and transit. Lhasa had received and approved the request in plenty of time. Permits had been prepared and sent to a dozen possible entry points, including Shentsa. The permits for all the other border outposts had arrived in plenty of time. But the one intended for Shentsa, the only one that mattered, had been delayed. While being relayed from one nomadic encampment to another—as even official Tibetan mail goes—it had got held up in one of the encampments. When it finally reached Shentsa, the two couriers set out immediately. They met us three days too late.

After yelling abuse at the now-shamefaced border guards, one of the couriers came up to me, offered me a gun and pointed at the guards. He said nothing, but he obviously was asking me to shoot all six of them. There was nothing to be gained by that. I refused.

Five days later we staggered into Shentsa. Our belongings, including my glasses, were returned to us and the guards were sent ahead to Lhasa under arrest. Although we wanted to get right on to Lhasa, the experience had left us weak and exhausted, so we stayed several days at Shentsa, just sleeping and eating and letting Zvanov's leg heal. Then we went on to Lhasa.

There the Dalai Lama received me twice. I was not as impressed as I should have been at the time, when he placed both hands on my head. I discovered later that the standard blessing is a tap with a scepter. One hand on the head is a special blessing. The two-handed blessing is extremely rare. The Tibetan god-king also gave me his photograph, autographed in English, the language he has only recently been studying. In return I presented him with the 10 remaining

CONTINUED ON PAGE 141



IN BORROWED TIBETAN LUXURY Bessac squats under tree in front of house loaned to him and Zvanov in Lhasa. Servant stands at wall of house.

FOR COUGHERS!

SCIENCE DEVELOPS
 AMAZING
NEW COUGH DROP
The One and Only
cough drop that
BATHES your THROAT
 WITH PLEASANT SOOTHING
 LIQUID MEDICINE



LIQUID CENTER COUGH DROPS

DOUBLE QUICK
 DOUBLE ACTION
 COUGH RELIEF

Liquid Centers are bringing quick relief to those with racking, sleep-robbing and exhausting coughs due to smoking and colds. Try this new, handy type of treatment. It combines the convenience of a cough drop with the effectiveness of a liquid cough medicine.



SO HANDY FOR POCKET,
 PURSE OR BEDSIDE

Acid INDIGESTION -Heartburn?

Everyone Knows
1 or 2 Tums
And away it goes!



10¢ Handy Roll
 3-roll package, 25¢

for the tummy

He Prefers It
On Steak
 For Goodness Sake



Sauce — the dash that makes the dish

Ask for A-1 when dining out, too.



The Candy Bar That's

Like a

Chocolate Nut

Sundae!



The boys at Mars say:
"We really let ourselves go
on this one!"

Everything in it is the very
best! Sweet milk chocolate
from the aristocrats of cocoa
beans. Selected, meaty al-
monds. Grade A milk from
"down on the farm." Strictly
fresh eggs from the best hens
in America. Pure sugar—white
as snow. Stirred together in the
sunniest kitchens you ever saw.

Toasted Almond

★ MARS®

BAR

10¢

Chocolate



First bite, chocolate...
pure Mars milk chocolate,
poured on thick as it'll stay!

Almonds



Then crispy, whole almonds,
the expensive kind, toasted till
they're gold. Plenty of them!

Nougat



Rich, creamy nougat
from fresh egg whites and
pure sugar, whipped till fluffy!

What'll
you have?...



"FINEST BEER SERVED...ANYWHERE!" *says George Mikan*



GEORGE MIKAN—Top scorer of the Basketball Association of America, 1948-1949-1950.

TUNE IN "THE LIFE OF RILEY" STARRING WILLIAM BENDIX, EVERY FRIDAY NIGHT, N B C NETWORK ©1950, PABST BREWING CO., MILWAUKEE, WIS. TRADE MARKS REG. U. S. PAT. OFF.



U.S. RESCUE TEAM starts from Kalimpong for the prearranged meeting with Bessac at Jelep La. Monsoon fog bathes Buddhist tomb in background.

TREK TO TRAGEDY CONTINUED

camels of our caravan. He promised me that he would reward these animals for their services to us by putting them in a special park he has for his animals. There they would have plenty to eat and no work to do for the rest of their lives.

Just before we left Lhasa, I was told that the six border guards had been tried and sentenced in Lhasa's military court. The leader was to have his nose and both ears cut off. The man who fired the first shot was to lose both ears. A third man was to lose one ear, and the others were to get 50 lashes each. The men receiving the lesser sentences, it developed, had argued with the leader against shooting. Since the Tibetan Buddhists do not believe in capital punishment, mutilation is the stiffest sentence given in Tibet. But I felt that this punishment was too severe, so I asked if it could be lightened. My request was granted. The new sentences were: 200 lashes each for the leader and the man who fired the first shot, 50 lashes for the third man and 25 each for the others. I was asked if I would like to witness the punishments. I watched and enjoyed the whole proceeding and took the pictures shown on pages 130 and 131.

Zvansov and I still had a 300-mile trip across the Indo-Tibetan border ahead of us. In July 1950, after getting the promise of Tibetan officials that Mackiernan's body would have a proper burial, we set out on the final leg. It took us almost a month, through dripping jungles, across roaring rivers and up fog-wreathed mountain paths. Our meeting with Americans sent from the U.S. embassy in India was dramatic, as we rode out of the mists on 14,400-foot-high Jelep La, the border pass; and these were the first Americans I had seen since Mackiernan's death. But I was too tired, too sick, to care.

I have been back in the U.S. four weeks now. What my plans for the future are I don't even know yet; I'm still resting. But generally I hope to study some more anthropology. Then I want to go back, probably to Mongolia, if it is ever free again. Once more I want to ride with those fierce, independent, happy people galloping their horses across the high Mongolian plains and trailing their eerie, wailing songs behind them. But Communists or no Communists, the last thing in the world I intend to do again is go anywhere near that Tibetan border.



END OF JOURNEY comes as Zvansov (foreground) and Bessac come riding out of mist at Jelep La. After 27 days' journey they were only 1½ hours late.

KEEP THAT
YOUNG, HEALTHY LOOK!

Join Francis
Grover Cleveland

IN ONE OF THE WORLD'S
FOREMOST CLUBS

As man's youth has gotten longer, by decades, more and more men are taking a YOUNG man's care of their appearance —more and more men are joining the Aqua Velva After-Shave Club. This circulation rouser brightens and braces your skin after shaving, gives that young, healthy skin-freshness everyone enjoys looking at. Try it!



A few of the members: Lauritz Melchior, Norman Rockwell, Lucius Beebe, Maj. George Fielding Eliot, Eli Culbertson.

Francis Grover Cleveland, pioneer in the Summer Theatre movement and son of the late President, is a member of the Aqua Velva After-Shave Club.



"Stop worrying! We'll get a refund on our American Express Travelers Cheques as soon as we get home!"

No matter what happens... you can always be sure of a refund for lost or stolen American Express Travelers Cheques. (Compare that with losing gold, hard cash you'd never see again!) No wonder smart travelers always carry American Express Travelers Cheques. They're 100% safe and the most widely accepted cheques in the world.

Specify American Express Travelers Cheques at BANKS, Railway Express and Western Union offices. Only 75¢ per \$100.

CONVENIENT AS CASH—100% SAFE
**AMERICAN EXPRESS
TRAVELERS CHEQUES**

MOST WIDELY ACCEPTED CHEQUES IN THE WORLD!

It's ALL PLAY

and no work with the **"Victrola" 45**
complete automatic phonograph

only **\$27.95**
with 6 bonus records

You get your choice of a brand-new RCA Victor "45" record release every month for 6 months. You'll get a book of 6 coupons with any RCA Victor "45" instrument plus a 6-month complimentary subscription to Picture Record Review.

No other system **PLAYS** like this

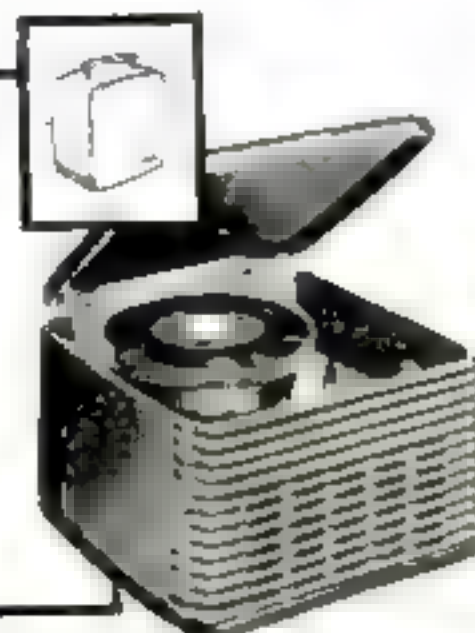


"Victrola" 45 and powerful AM radio in a compact maroon plastic cabinet that takes up less than 1 cubic foot of space! Beautiful tone—the famous "Golden Throat." RCA Victor 9Y510. \$59.95



Good-bye to the old "spindle-seeking," adjusting posts and clamps, one-at-a-time loading—that's old stuff.

America found there's a better way—with "45," the first completely new kind of changer-player in years.



"Victrola" 45 Personal

The perfect travelling companion. Plugs into any AC electrical outlet. Smart, lightweight. Has a handle on back of cabinet for easy carrying wherever you go. 45EY3. \$34.95

"Victrola" 45 attachment can play through your radio, phonograph or TV set. World's finest, surest automatic changer. Only \$12.95

PLAYS so beautifully

No annoying distortion, virtually no surface noise. You play just the music you want—in just the order you want. Over 50 record manufacturers present your "command performers" on "45."

PLAYS so easily

No posts to adjust—all "45" records are the same handy 7-inch size, store in a bookshelf. Load a whole stack on the big center spindle with one hand—just press one button and listen.

PLAYS so thriftily

Non-breakable "45" records cost up to 1/4 less, can play as long as ordinary 10- and 12-inchers, last up to 10 times longer!

Prices shown are suggested list prices and are subject to change without notice. Slightly higher in the far West and South for Model 9Y510. Only RCA Victor makes the "Victrola"

Listen to "THE 364 QUESTION" every Sunday night at 10:00 p.m. New York Time over your NBC station.

RCA VICTOR

Division of Radio Corporation of America

WORLD LEADER IN RADIO... FIRST IN RECORDED MUSIC... FIRST IN TELEVISION



IN BEVERLY HILLS PARK, SCANTILY ATTIRED SPECTATORS SAUNTER ALONG ROWS OF PAINTINGS AND TRY TO FORGET THAT THE TEMPERATURE IS 104 DEGREES

ART IN THE OPEN

A deluge of local talent turns Los Angeles parks into a giant gallery

Every year since 1945 the Los Angeles art commission has held a contest for local artists and exhibited their work in a theater. This year when the commission announced its sixth competition, it was unexpectedly deluged with 1,700 works by 600 beaverish painters and sculptors. The dumfounded commission, at a loss for exhibition space, took over 10 city parks. There, on trees, fences and burlap flats (*above*), they hung paintings of every shape and style. Statues were

scattered among flowers and bushes and art classes were set up in palm-lined patios. Then, for fear that such a sprawling array of art might discourage visitors, the commission threw in a few other lures—Hindu dancers, fashion parades, gospel singing and an 8,700-pound elephant (*p. 144*). Before the three-day show was over, 15,000 people had wandered through the exhibitions. But whether it was the art shows or the sideshows that drew them, no one could tell.



POSTERS publicizing the park exhibitions were tacked up all over the city.



1950 Award Winners

U.S. CAMERA GIVES GOLD ACHIEVEMENT MEDALS TO "LIFE" PHOTOGRAPHERS MYDANS AND DUNCAN FOR REPORTS ON KOREA



CARL MYDANS



DAVID D. DUNCAN

THIS month *U.S. Camera*, which annually honors the best work of U.S. cameramen, gave Gold Achievement Awards for still photography to two members of *LIFE*'s staff for their reporting of the Korean war. "On film and in prose," says *U.S. Camera*, "Mydans has documented the sufferings, hardships and heartbreaks of the GI in defeat as in victory. His photographs and cabled reports have produced a new type of pictorial reportage in which has been blended photographic and editorial craftsmanship of highest caliber." Of Duncan, *U.S. Camera* says: "Like his fellow *LIFE* photographer, David Douglas Duncan receives the *U.S. Camera* Gold Achievement Award for unexcelled coverage of the United Nations action in Korea. . . . He has portrayed the fear that only the eyes of the brave can see. His picture and word stories have been some of the most intense and vivid eyewitness reporting of the Korean War." In addition to these coveted awards, Mydans and Duncan have just received another signal professional honor: *The U.S. Camera Annual* for 1951, publishing its selection of the best photographs of the past year, has devoted 36 of 40 pages of Korean news photography to the photos of Mydans, Duncan and their fellow *LIFE* photographer, Hank Walker. Says *U.S. Camera Annual* in its introduction: "This daring trio of *LIFE* photographers, individually and as a unit, turned in the best, all-around news coverage of the entire Korean campaign."

ANDREW HEISKELL, *Publisher*

Art in the Open CONTINUED



ARTISTS' STUDIO was set up among palms of Cheviot Hills Park where children sketched vases and pumpkins, hung up their pictures on wall behind.



CRAYON ARTIST worked wrathfully over her drawing, resolutely tried to shield it from eyes of any curious neighbors in children's class at Van Ness Park.



ARTISTS' MODEL was elephant named Emma who stomped around under Kleig light, squirted water on children watching painter from Disney studios.

CONTINUED ON PAGE 147

"You'll bake old-fashioned
**GINGERBREAD JUST LIKE
 MY MOTHER USED TO MAKE**
 thanks to my **DUFF'S** GINGERBREAD MIX!"



SAYS
Dorothy Duff
 OF THE FAMOUS DUFF'S KITCHEN

The secret? Everything's in—egg, milk, shortening, sugar, flour—everything—perfectly measured and blended to give you perfect gingerbread every single time you bake. You just add water, that's all.

So if you haven't tried your hand at gingerbread—now is the time. Why, with my Duff's Gingerbread Mix, you just can't fail to make gingerbread every bit as good as my mother used to make.

Top it with convenient Redd-wip or your own homemade whipped cream, applesauce, or marshmallow frosting—and you have a heaven-sent dessert that's the nearest thing to perfect that ever came out of an oven.



WITH MY DUFF'S DEVIL'S FOOD MIX, rich, delicious cup cakes are so easy to make. Just add liquid—that's all.



WITH MY DUFF'S HOT ROLL MIX, anyone can make wonderful sweet rolls. Perfect for Sunday night suppers.

I GUARANTEE* PERFECT RESULTS WITH MY DUFF'S MIXES—EVERY TIME YOU BAKE!



RETIRED BY THE NATIONAL GUARANTEE OF MONEY
 Guaranteed by
 Good Housekeeping
 *NOT AS ADVERTISED THEREIN

*Money back if not satisfied. Send box top to Dorothy Duff, Duff's Kitchen, Hamilton, Ohio, and I will refund your purchase price.

DUFF'S MIXES

GINGERBREAD ★ WHITE CAKE
 DEVIL'S FOOD ★ WAFFLE ★ HOT ROLL
 HOT MUFFIN ★ SPICE CAKE



OLD CROW WINS ANOTHER DECISION

Time and again in Old Crow's long and distinguished history, the courts ruled that no whiskey other than genuine Old Crow could be labeled or sold by that name.

OLD CROW

Kentucky Straight Bourbon Whiskey

At one time more than 1800 writs, desists and summonses were needed to stop imitation of the Old Crow trademark. But Old Crow itself was inimitable . . . and never ceased to command the preference of discriminating men. Today, as 100 years ago, it remains a standard of perfection in Kentucky bourbons.

A TRULY GREAT NAME

Among America's Great Whiskies



3-YEAR-OLD MAKES GRAND TOUR



ON A FENCE in Hollywood Park, Oliver McCann, 3, out with his mother, climbs latticework to eye-level of paintings but does not stop to look at them.



ON A TABLE in the Greek Theater, Oliver shows personal interest in art by giving prize-winning marble sculpture of a polar bear an affectionate bear hug.



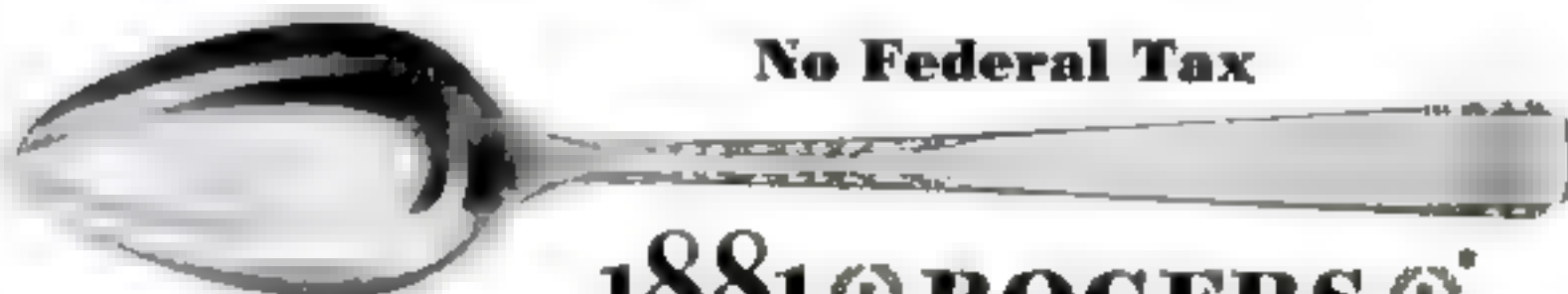
ON A BENCH at the Cabrillo Beach exhibit which was held in a gallery, Oliver catches up on his sleep while his mother catches up with her art viewing.



**GOOD TASTE
TODAY...**

Send postcard for FREE leaflet with 42 tips on "Good Taste Today," Box A-8, Oneida, N. Y.

When do you drink soup? When served in a cup with a handle. Use spoon only for tasting, or picking up vegetables or noodles after drinking soup. Incidentally, the good taste of your table appointments is just as revealing as your table manners. To keep your table looking right, a handsome set of matching silverware probably does the most for the least money. A 36-piece set of 1881 (R) Rogers (R)* Silverplate is only \$39.75, chest included! Compare for weight, finish, design. A remarkable value! 4 beautiful patterns. Pattern below is the new Brookwood*.



No Federal Tax

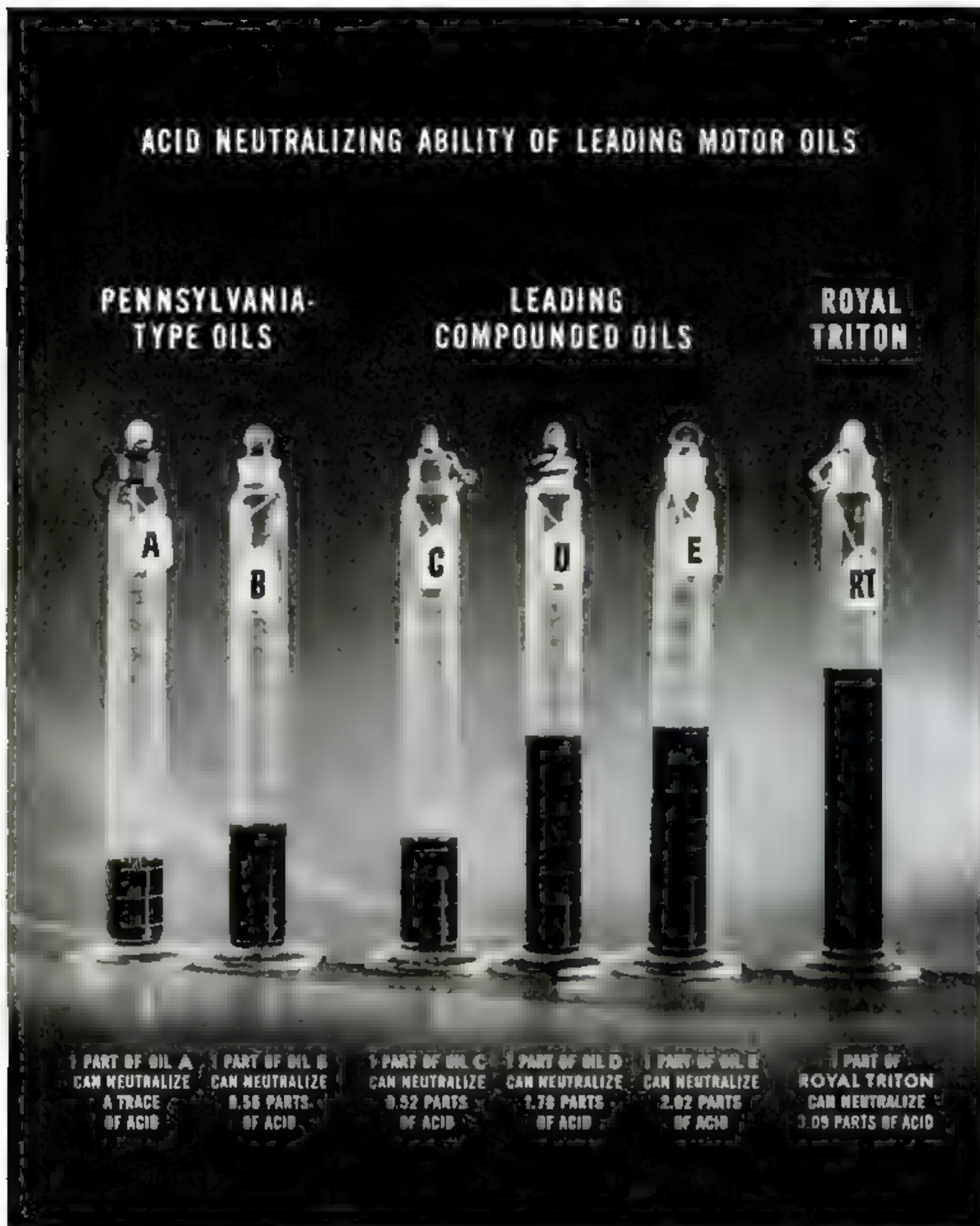
1881® ROGERS®
SILVERPLATE by ONEIDA LTD.

A CHALLENGE TO ALL WOMEN WHO WANT BETTER NYLONS

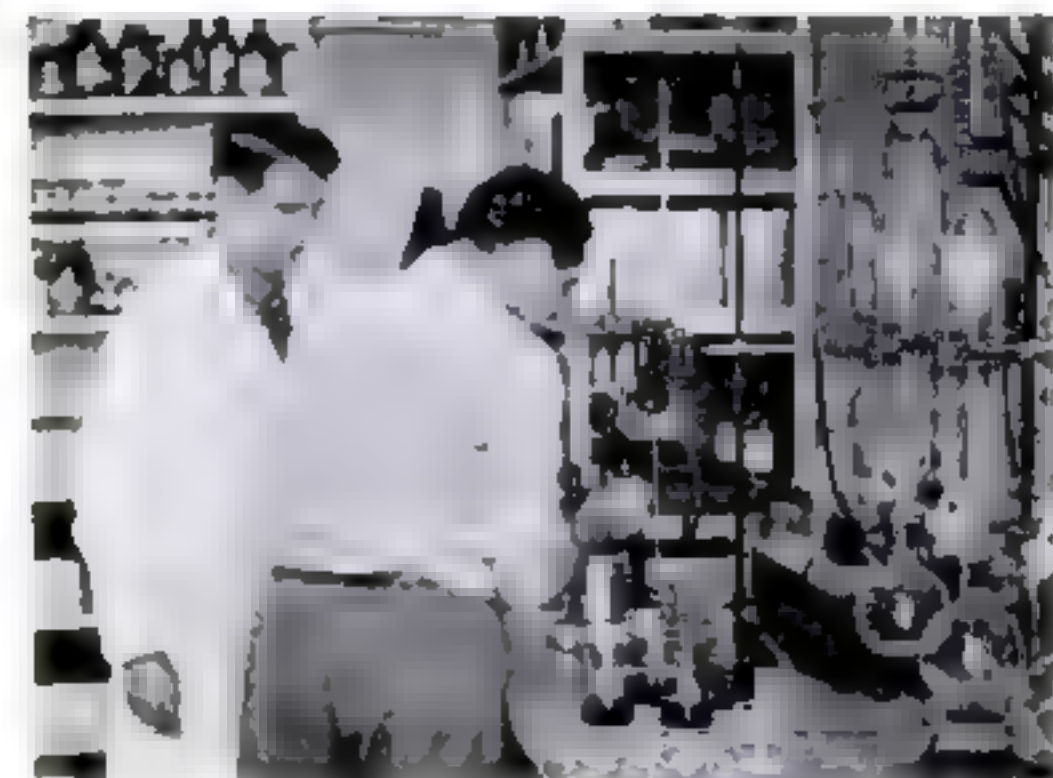


Larkwood and which set new, only Larkwood has the patented features higher stocking standards. We urge you to make the 4-way test for FIT, LOOKS, FEEL and WEAR. It will prove that Larkwood "3 V's" are superior...the story's in the famous three V's (Vamp-Top, Volu-Metric Dimensions, Vamp-Toe) ... in the "High-Twist" nylon...dark seams...new-fashion shades. For store nearest you, write Department B, Chadbourn Hosiery Mills, Inc., Charlotte, N. C.

LARKWOOD VOLU-METRIC "3 V" NYLONS
LEGS LOOK LOVELIER IN LARKWOODS



THEY PUT THIS CHEMICAL COMBINATION into Royal Triton Motor Oil, then tested it against two leading Pennsylvania-type oils and three leading compounded oils in the United States on its ability to neutralize acids. Royal Triton was able to neutralize far more acid than any of the other oils tested—far more than ever encountered in normal driving.



IN THE LABORATORIES of Union Oil Company, scientists have discovered a combination of chemicals that neutralizes acids so effectively that engine wear due to acid action is no longer a problem.

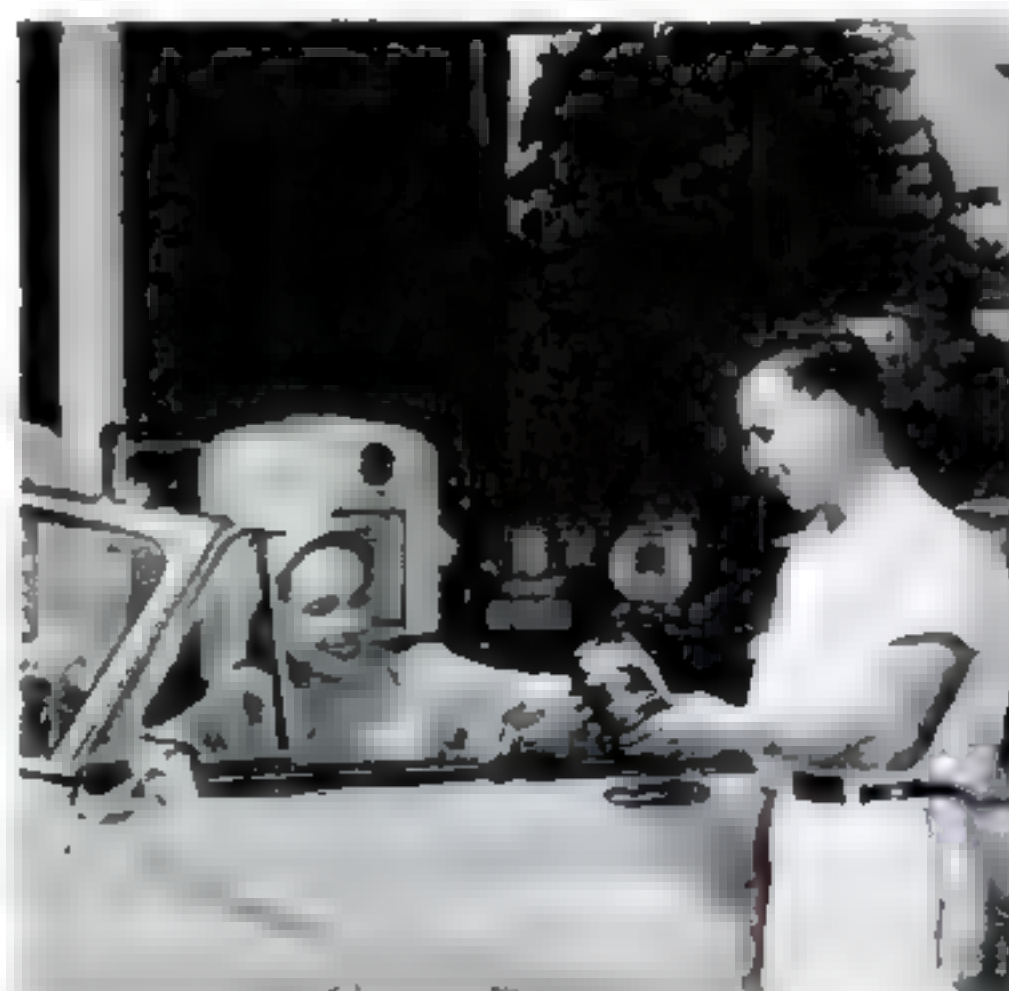
UNIQUE PURPLE OIL CUTS ENGINE WEAR

Scientists discover amazing ingredient that neutralizes acid action

Laboratory tests show that the biting action of acids on metal can cause up to 80% of engine wear! At Union Oil Company of California a group of research scientists has discovered an ingredient with an amazing ability to neutralize acid action. They have put this agent into the famous purple oil—Royal Triton.



TO PROVE Royal Triton's acid neutralizing ability on the road, four new cars using Royal Triton were driven 30,000 continuous miles without oil drain. At end of the run, engines showed no measurable wear. The oil neutralized all acid formed over a distance equivalent to three years' normal driving.



THIS GREAT PURPLE OIL is now available in many areas throughout the United States. If your dealer doesn't carry Royal Triton, ask him to stock it for you.



UNION OIL COMPANY
OF CALIFORNIA
Los Angeles • New York • Chicago
Houston



A MADDENED ZEBRA LEAPS CLEAR OVER DEBORAH AND HER COMPANIONS DURING STAMPEDE IN WHICH THOUSANDS OF ANIMALS FLEE A FIRE IN THE VELD

THE PERILS OF DEBORAH

Kerr's British grit overcomes horrors of savage Africa

The velds and jungles of central Africa are no place for a straight-laced 19th-Century English lady to go tramping around in even if she is looking for her long-lost husband. Such is the lesson most clearly taught by the new M-G-M super-Technicolor movie, *King Solomon's Mines*, based on H. Rider Haggard's novel. The lady, played by English Actress Deborah Kerr, has to put up with much more than the levitating zebra (above) and the loss of her long red locks (right). Lions and rhinoceroses come look her in the eye, a leopard claws at her tent while she sleeps, a python tries to curl around her leg, a cobra lies in wait for her, she steps on a crocodile, is eyed hungrily by cannibals, goes for days without water, has to abandon her corset, listens to a constant stream of disparaging remarks from a surly white hunter (Stewart Granger), and when she finds her husband he is nothing but dry bones. But she comes through in her game British way and finds love in the arms of the hunter.

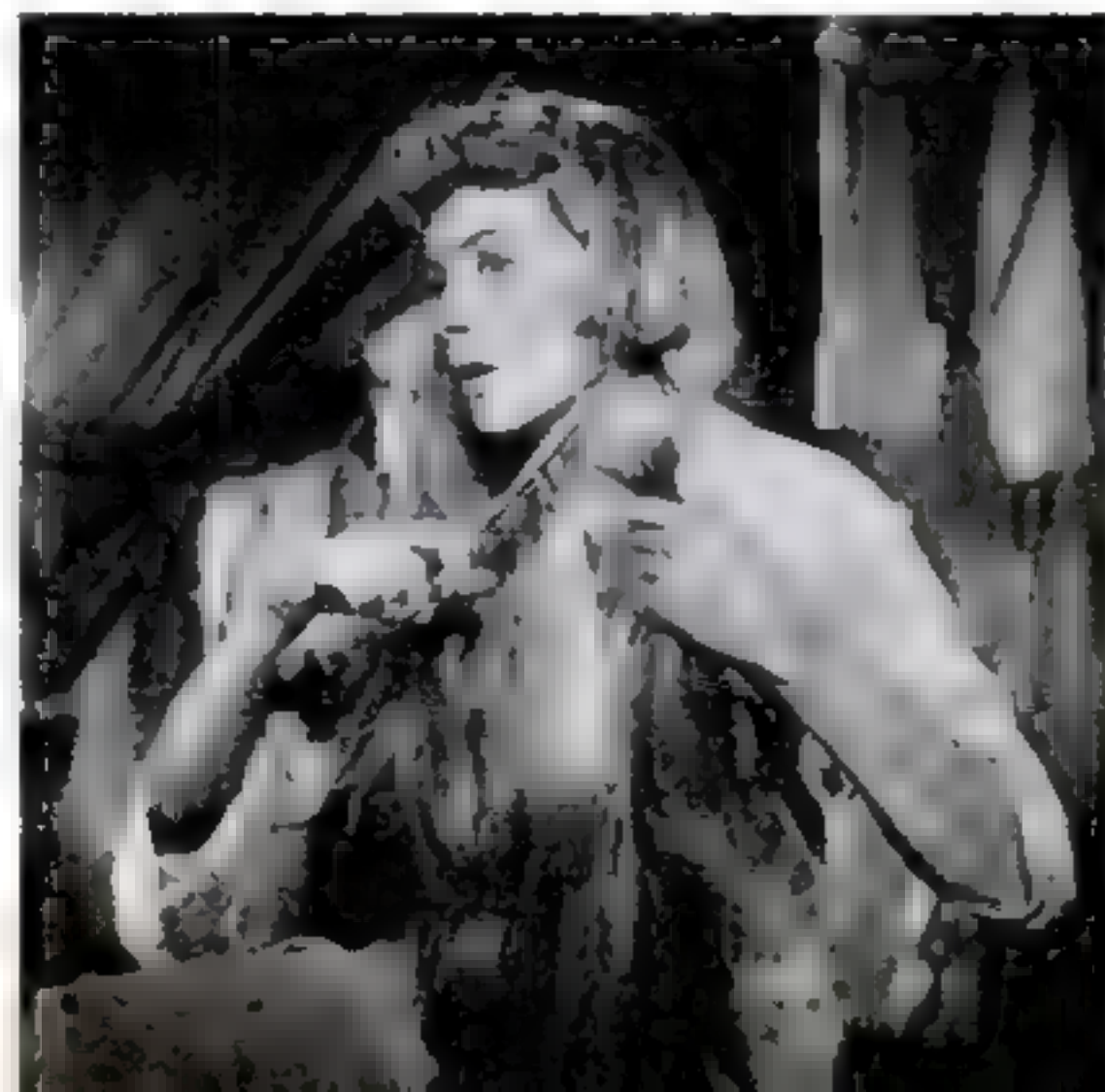
So much for fiction. In the world of fact, Miss Kerr had to put up with almost as

much while making the film. She had to trudge over miles and miles of hottest Africa, in Kenya, Tanganyika and the Belgian Congo, where the temperature often reached 152° at noon, where mosquitoes and tsetse flies swarmed and stung, where lions came to inspect the company's nightly

garbage and snakes spat venom from behind trees. For one scene, which shows her bathing in a pool by a waterfall, she had to climb four miles up a mountain every morning and down again every night for five days. Warriors of the Masai tribe, doing an overrealistic war dance, threw spears at her. While the other actors and the technical crew were being disabled by malaria, amoebic dysentery and fatigue, Deborah was never taken seriously ill.

While Deborah was keeping her British colors flying to the end, the cameramen were photographing magnificent scenery, colorful natives (p. 154) and some of the most exciting animal action pictures ever filmed. All these help make *King Solomon's Mines* one of the most rousing and enjoyable movies to come along this year.

SHE HAS TO SNIP OFF HER LOCKS TO BEAR AFRICAN HEAT



"That Formfit Look"



A Sweetheart of a Figure

YOURS FOR SURE WITH FORMFIT

It happens instantly with Life Bra and Life Girdle by Formfit. The ordinary figure is transformed into "a sweetheart of a figure!" No wonder more women wear Formfit than any other make. Only Formfit has these 3 wonder-working features: **EXACT FIGURE FIT**—Formfit designers work from live models of every figure type to assure you an exact fit. **FREE-ACTION COMFORT**—Formfit's exclusive comfort cut allows free play with your every movement. **TAILORED-IN CONTROL**—Formfit's own special tailoring keeps bust high, young, separated... waist and hips slimmer, smoother. Be fitted and see, at better stores everywhere!

Life Bras from \$1.25
Life Girdles from \$7.50

THE FORMFIT COMPANY
CHICAGO, NEW YORK

Life
BY
Formfit

ONLY FORMFIT MAKES Life BRAS, GIRDLES, FOUNDATIONS

PERILS OF DEBORAH CONTINUED



SHE FACES RHINO as the safari advances over the African veld. The rhinoceros decides not to charge, and Deborah proves her courage by standing still.



SHE STEPS ON CROCODILE which looked exactly like a log floating on the river. White hunter kills the beast before it can do more than scare her.



SHE IS DYING OF THIRST on the sandy desert but a water hole is found in the nick of time and the brave white hunter (left) helps her to get to the water.



SHE IS SURROUNDED by towering Watussi tribesmen who bring Deborah, flanked by her brother (Richard Carlson, left) and hunter, to their ferocious king.

CONTINUED ON PAGE 153

She Sings!

She Laughs!

She Talks!

She Prays!

She's **NOMA**

THE SENSATIONAL
EFFANBEE

ELECTRONIC
Doll!

**WITH A REAL
HUMAN VOICE!**

• Every little girl, and many big ones, too, will fall in love with NOMA at first sight . . . because she is a real playmate and a most lovable doll. She can sing gay little songs, recite nursery rhymes, laugh and be gay, and say her prayers just like a little girl should. What a girl! And what a gift! How happy you'll make that little girl in your life, when you get her an exciting, new EFFANBEE playmate doll.



EFFANBEE
DOLL
DOLLS

what makes her talk!

The Sensational NOMA Electronic Unit!

Touch the magic button and she'll sing, laugh, talk and even say her prayers in a real HUMAN VOICE. NOMA, (your playmate) will talk thousands and thousands of times and last for years and years. You'll adore this exquisitely dressed, 28 inch life size young lady with her tiltable head and movable arms and legs . . . and she's FULLY GUARANTEED!

Available at Toy Departments
Everywhere!

EFFANBEE *Dolls*

... maker of famous DY-DEE dolls.
... a division of NOMA Electric Corp.
makers of world-famous
NOMA lights.

IT COSTS NO MORE TO OWN THE FINEST!

New **SINGER** machines start as low as \$89⁵⁰

Small down payment • Balance on easy terms • Liberal trade-in allowance

No need to put off buying that machine you've been wanting. No need to take anything but the finest.

Now you can get a brand-new SINGER—a smooth-stitching Electric Portable—for only \$89.50, case and all.

Or choose a handsome cabinet model. Enjoy all the wonderful SINGER features that add up to easier, lovelier sewing. Perfect lockstitch. Round bobbin, foot control, sewing light, enclosed motor. Adaptable with attachments for every detail from buttonholing to invisible hemming.

Whatever your choice, every SINGER is the finest value in its price range. For 99 years there's been no substitute for SINGER dependability—no match for SINGER stitching perfection—no equal for SINGER service.

When you buy a SINGER, you truly buy a lifetime of sewing happiness. Choose yours today!

Yours at no extra cost with every new SINGER* SEWING MACHINE!

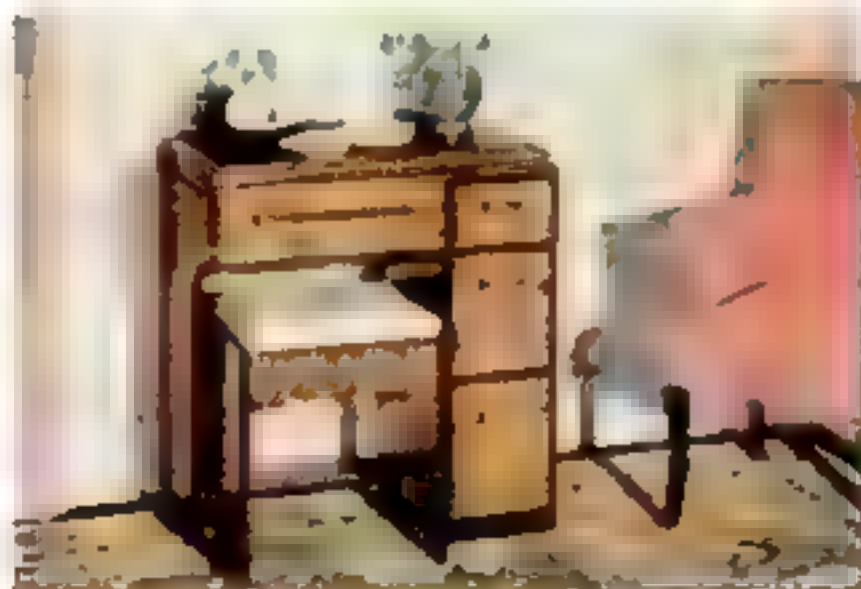
- **Famous SINGER Course** in home dressmaking or decoration. Lessons given under supervision of expert instructors.
- **Basic Set of SINGER* Attachments**, including ruffler, binder, hemmer, gatherer.
- **SINGER Warranty** of manufacturing perfection.



Many beautiful models! Wide range of styles and prices!



SINGER Budget Portable is ideal for small-space homes, small-size budgets. You'll save so much making clothes and drapes, your machine will pay for itself in almost no time.



Handsome Desk Model makes ideal living room piece. Inside is a smooth-stitching SINGER, built to last a lifetime. Whatever your decorating scheme, there's a SINGER to suit it.

Only SINGER gives you all these advantages!

- **Always-available service.** No matter where you move—how many years from now—you can always get parts and service from any of a thousand SINGER SEWING CENTERS, coast to coast.
- **Course in home dressmaking or decoration** given with new machine under expert SINGER instructors.
- **Lifetime dependability.** Many SINGER Machines are used by second, even third generations.
- **Stitching perfection on any fabric.**
- **Sew at any speed!** Latest models go forward and backward; sew over pins, save basting.
- **Non-glare SINGERLIGHT.***
- **Easy dials** to adjust tension and stitch length.
- **Quiet SINGER* Motor, A-C or D-C.**
- **World's most beautiful cabinets.** Styles to fit any home.
- **Basic set of attachments** with machine. Others available to handle every tricky detail—even invisible hemming.



Newest SINGER Cabinet, a modern console with fluted front, matching stool. In polished walnut, mahogany, or blond finish. Beautiful as well as useful, typical of SINGER craftsmanship.

*** FOR YOUR PROTECTION** SINGER sells and services its Sewing Machines, Vacuum Cleaners, and other products only through SINGER SEWING CENTERS, identified by the Red "S" Trade Mark and the "SINGER SEWING CENTER" emblem on the window, and never through department stores, dealers, or other outlets.

At right is SINGER SEWING CENTER at 333 W. Main St., Waukesha, Wis. Hundreds more from coast to coast. For address nearest you, see classified phone directory under SINGER SEWING MACHINE COMPANY.

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU





LOVE IN A TREE blooms when Deborah and the white hunter have to spend a night aloft while cannibals are hunting for them in the jungle darkness below.



SKELTON IN A CAVE marks end of search when Deborah finds her husband's bones in a cave full of jewels. Now she is free to marry the white hunter.

CONTINUED ON NEXT PAGE

GREATER POWER—GETS MORE DIRT!

The **SINGER** all-new cleaner with **Dual Suction**

This wonderful, easy-to-use, SINGER® Vacuum Cleaner is first to bring you two fans ... for the greatest dirt-getting action ever! Call your SINGER SEWING CENTER for a free, home demonstration.



SO EASY TO OWN!

Small Down Payment!
Balance on Monthly
Budget Terms.

★ **So easy to use**— thanks to all these marvelous **SINGER** extras!

- Magic Handle!** A new vacuum cleaner design that puts all controls at finger-tip reach.
- No unwinding of cord!** Gives you extra cord as needed—gets it out of the way as you clean
- More cleaning power** when you need it! Two-speed switch for heavy and light cleaning.
- No more foot-pedal acrobatics!** Touch the trigger—and adjust handle to any position.
- Exclusive "floating" brush** gently loosens deep imbedded dirt. Adjusts automatically to most any rug thickness.
- Easy to carry** with Midway Handgrip. Soft Vinylite bumper cannot mar furniture.



↑ **Gets under furniture**—easily. Housing unit is only 5 inches high.

↑ **So easy to store!** Hangs flat against wall. Requires no floor space.



For your protection SINGER sells and services its Sewing Machines, Vacuum Cleaners, and other products only through SINGER SEWING CENTERS, identified by the Red "S" Trade Mark and the "SINGER SEWING CENTER" emblem on the window, and never through other stores or outlets.



SINGER Vacuum Cleaners
are sold only through your...

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

Copyright, U. S. A., 1950, by THE SINGER MANUFACTURING COMPANY. All rights reserved for all countries.
*A Trade Mark of THE SINGER MANUFACTURING COMPANY

PARK & TILFORD RESERVE

*the finest tasting whiskey
of its type in America*

The **PREMIUM**
Whiskey at a
POPULAR Price!

For those who prefer a light-bodied whiskey, we recommend Park & Tilford RESERVE as the superlative example and the incomparable value. These are the attributes that have long made it an American favorite.



FOUNDED  IN 1840
*"The Blend of
Experience"*

PARK & TILFORD DISTILLERS, INC., NEW YORK • 62½% GRAIN NEUTRAL SPIRITS • 86 PROOF

PERILS OF DEBORAH CONTINUED



KIMURSI TOOK NATURALLY TO BASEBALL, PROVED TO BE GOOD HITTER

KIPSIGI IN HOLLYWOOD



ON JOB AT HOME

Because some scenes of *King Solomon's Mines* had to be shot in Hollywood, Kimursi, the 6-foot Kipsigi who plays a faithful bearer in the safari, left his two wives and his job as a police constable in Kenya to make the 10,000-mile journey. With his stately carriage, his stretched ear lobes, his colorful gown, he was a startling figure, and despite his homesickness he enjoyed the fuss made over him at the M-G-M lot. He was fascinated by prizefights, Sears, Roebuck and ice cream, and was puzzled by American addiction to monogamy ("We see it differently"). His movie job done, he returned home with a bonus of eight head of cattle. Success may have gone to his head, for at last reports he had failed to turn up for his duties as constable.



LUNCH HOUR was one of American customs Kimursi had to face. Here he seems disappointed at size of container of his favorite foreign food, ice cream.

When you sew...why
not be Professional!

It's so easy...with
WISS pinking shears



Model E
Newest development in pinking shears.
Medium priced model for use on
light materials. Easy to use,
light-weight, fully chrome plated. 7½ inches.
\$3.95

Model C Favorite with professionals and
home-sewers. Perfect for cutting single
and multiple thicknesses of all
fabrics, from sheer to heavy. 9 inches.
MODEL C, chrome plated—\$7.95 **\$6.95**

It's the QUALITY factor that's kept Wiss Pinking
Shears 'way ahead in popularity! Famous for
over a century, there are no other shears to equal
them in easy handling and performance. What's
more, they're certain to save you time, effort and
money in all home-sewing projects.

Quality for more than a Century
Manufacturers of Shears, Scissors, Pinking Shears,
Metal Cutting Snips and Garden Shears.
J. WISS & SONS CO. • NEWARK 7, N.J.



WHETHER YOU'RE SEWING

 A DRESS	 BLOUSE	 SUIT
 A BRIGHT NEW SLIP-COVER	 CLOTHES FOR THE CHILDREN	...IT'S EASIER, MORE ECONOMICAL WITH WISS QUALITY PINKING SHEARS!



KISSING GAME DELIGHTS BYSTANDERS

Stir-off Time in Tennessee

FUN STARTS IN HILLS AS MOLASSES BOILS

Sometimes the thin column of smoke rising in the clear autumn air of the eastern Tennessee mountains signals the start of a "stir-off." Other times the word simply gets around that the head-high sorghum on some farm has been cut and squeezed and the juice set aboiling to make molasses. This means it is time for a party.

As evening approaches and darkness surrounds the steaming sorghum pots, the neighbors begin to arrive. At first they just watch the stirrers clanking the thick, heavy mess and ladling, or "stirring off," the impurities. Then someone with a guitar starts strumming and couples start hopping and skipping on the used-up sorghum stalks. To the God-fearing mountain people dancing as such is sacrilegious, but games involving singing and informal dancing are quite proper. Inevitably the older children start a kissing game, in which a circle is formed and a girl runs around it, tags a boy and then tries to get all around to his place again before he can catch her. If he catches her, he may kiss her. "Tennessee gals," declares one observer, "can run fast, but they can get their feet tangled up something terrific at the right time." Around the edges of the party the older people sit and swap stories, and the younger children dash about in the darkness spying on couples who have wandered off. Most of these pictures were taken at Fred Whitaker's farm about four miles southwest of Cumberland Gap, Tenn.

Around midnight the music suddenly stops and people drift home. The stirrers stay on to watch over the pots. If they are lucky, the rich, sticky solution will reach the right consistency by morning, and the molasses will be done.

GIGGLING GIRLS stand transfixed as they suddenly come upon a boy and girl kissing in darkness.



STIRRING OFF, Dora Goss pours a ladleful of steaming molasses back into the sorghum pot as 7-year-old Douglas Clark casts a critical eye over the process.

Ladle has holes in its bottom and works like a sieve, straining out sediment bit by bit. This picture was taken at farm belonging to Hugh Vancel, a Baptist preacher.

New! CHOCOLATE MINT PATTIES in miniature!



Delicious and nibble-size!



If you like chocolate covered mint patties, you'll love tiny Junior Mints... Creamy peppermint center, covered with S-M-O-O-T-H dark chocolate. M-m-m! M-m-m! So inexpensive, too!

Try Junior Mints real soon. In the 5¢ "Get Acquainted" box or in the large size "Economy Pack."



At most candy counters and food stores everywhere!

NOBODY MAKES THEM BETTER THAN Welch!



"SOP STICKS," used stalks dipped into the molasses vat, have a sweet taste and can be sucked like candy.



WALLFLOWERS, old enough to be kissed and young enough to worry that they are not, sit by glumly.





WAGONLOAD of kids arrives at stir-off site, usually a flat place near sorghum fields.



SOFT FIBERS, left on the ground after grinding, make a springy mat for acrobatics.



SINGING GAME, which is really a kind of square dancing, starts with the kids joining hands in a circle and dancing around singing mountain ballads.

CHASE in game starts as boy in circle (left) tries to trip another (foreground) for running after his girl.

CONTINUED ON NEXT PAGE

Chocolate Covered Cocoanut Bars

(SEE RECIPE BELOW)



Chocolate Covered COCOANUT BARS

- 1 cup packaged, sweetened moist cocoanut (chopped fine)
 - 2 cups granulated sugar
 - 1/4 cup fresh sweet milk
 - 1 tablespoon light corn syrup
 - 1 tablespoon dairy fresh butter
 - 1 teaspoon vanilla
 - 2 tablespoons marshmallow
 - 1/2 teaspoon salt
 - 1 lb. semi-sweet chocolate
- Stir sugar, corn syrup and milk in saucepan over fire till dissolved.

Cover and cook to medium soft ball (240°). Remove from heat and add butter, stirring only enough to blend. Pour on cold wet platter. When lukewarm (110°) beat with spatula until thick and creamy. Mix in salt, vanilla and marshmallow. Knead in cocoanut and form into bars. When cool, cover with melted semi-sweet chocolate. Makes 16 bars.

NOTE: This is a special recipe for home use.

*But why make them yourself—
when nobody makes Cocoanut Bars
better than Welch!*



S-M-O-O-T-H

creamy cocoanut center, generously coated with thick, dark chocolate. Good? You'll say it is!

© 1961 JAMES O. WELCH CO.

NOBODY MAKES THEM BETTER THAN Welch!

**as the miles
pile up and UP!**



keep the power you bought

Forget the year your car was born...or the mileage you've piled up. How it runs today is what matters. That's up to the motor! Treat your motor to the world's best oil...100% Pure Pennsylvania Motor Oil...and listen to its purr of thanks as the miles keep piling up! Wherever you go, you'll get there on less oil.

**BUY 100% PURE
PENNSYLVANIA
MOTOR OIL**



For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania

Stir-off CONTINUED



SELF-PORTRAIT PLUGS HILLBILLY THEME

JOE CLARK, H.B.S.S.

Joe Clark, who lists himself in the Detroit telephone directory as "Clark Joe HBSS" (for Hill Billy Snap Shooter), was born and raised in the Tennessee mountains not far from where he photographed the "stir-off" on the previous pages. Joe's formal schooling was abruptly terminated after the fourth grade, when he and a friend, sent out of the school building to cut wood, inserted some gunpowder in a log which, when it exploded, burned down the schoolhouse. Joe then took a correspondence course in carpentry and worked several years on construction jobs in the mountains. But in 1932 he grew restless and moved to Detroit, taking a job as watchman. His first ambition was to be an author, but when some pictures he took with a borrowed camera on vacation were printed by the *Detroit News* he decided to become a photographer. Although he has since built up a profitable photography business in Detroit, he has never tried to be anything but a transplanted hayseed. Now and then he sends out a corny advertising shot of himself (above) which belies the fact that he long ago outgrew a Brownie. Last year Joe insisted on naming his newborn son June Bug, an old family name shared by Joe's brother, and it was only after several days of arguing that his Detroit-born wife persuaded him to settle on Joseph Wade June Bug Clark. Every chance he gets, Joe heads for the Tennessee hills to record the mountain customs before they die out. His kinfolk—the boy on page 157 is his nephew—and his old friends are usually glad to see him although they call him a city slicker and went along with his gag by having him thrown in the local jail for wearing shoes.



CLARK'S CAR is forced off a narrow lane near stir-off. Clark drove around mountain country for three weeks looking for stir-off parties to photograph.

"I lived in Milwaukee, I ought to know..."

**Blatz is Milwaukee's
Finest Beer!"**

says *Osa Johnson*
world-famous jungle explorer and director of "JUNGLE VODOO"

"Yes, I've done a little 'exploring' in Milwaukee as well as in jungles all over the world," says Osa Johnson. "I summered there for eight years and, naturally, tried all Milwaukee's best premium beers. So I know Blatz is Milwaukee's finest beer. It's my favorite...and Milwaukee's favorite, too!" Yes, official figures show that Blatz is the largest-selling beer in Milwaukee and all Wisconsin, too. Try Blatz Beer, today!



Now planning her thirteenth trip to the jungle, Osa Johnson will make full-color motion pictures of big game. She also plans to explore the fabled Ituri Forest, which she was the first white woman ever to enter,



Take a tip from Osa Johnson. Ask for Blatz at your favorite club, tavern, restaurant, package, or neighborhood store. It's Milwaukee's finest beer!



**Blatz is Milwaukee's
First Bottled Beer!**

© 1950, Blatz Brewing Co., Est. 1858 in Milwaukee, Wis.

Help yourself to *refreshment*



Food stores everywhere make shopping for Coca-Cola so easy. You can pick up a handy 6-bottle carton from the shelf in the beverage department...or from the carton rack elsewhere in the store.

And to shop refreshed—there's the familiar red cooler waiting to serve you a frosty bottle of Coke. Simple? Certainly...just help yourself.

